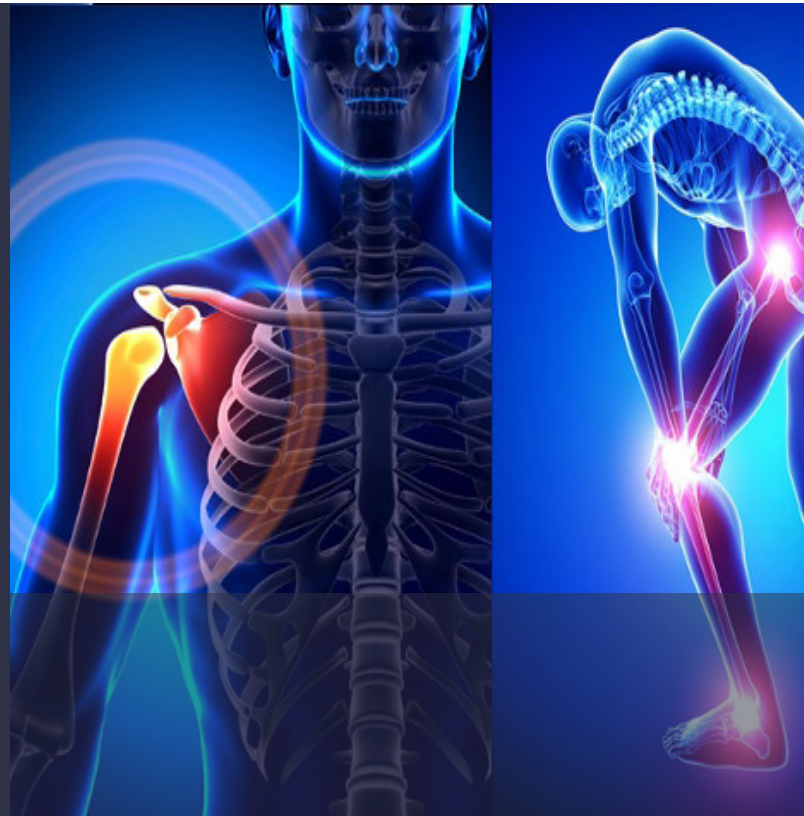


CLIENT SUCCESS STORY

Ortho Consulting Group

Project
Salesforce Sales Cloud Quick Start



Client
Ortho Consulting Group

Industry
Health Life Sciences – Medical Devices

Location
Newbury, Berkshire

Staff
13

Products
Salesforce Sales Cloud

Connecting the world of Orthopaedics – OCG offer SME's and start-ups a holistic consultancy service to advise on, support and deliver their global expansion strategy exclusively within the orthopaedic and spine industry. Experienced and proven at establishing and managing successful OUS global sales channels, OCG find, onboard and manage the best distributors for clients.

The Business Challenge

Ortho Consulting Group's previous CRM software had many limitations, preventing the business from having full visibility of its information to drive sales growth and manage relationships efficiently. With the substantial subscription renewal looming, the challenge was to have the entire Salesforce solution implemented and live within four weeks.

The Solution

Our approach was designed to ensure OCG achieved the maximum value from their Salesforce platform investment and engagement with Consleague in the shortest possible time.

Based on the feedback we received during our Discovery Mapping Process, we were confident to recommend that our Salesforce QuickStart Programme would be appropriate to deliver OCG's requirements with minimal overheads and therefore maximum return on investment.

This solution framework provided the features OCG required immediately whilst allowing them the flexibility to develop the platform further in the future as their needs changed making them the ideal candidates for our QuickStart Programme.

The Results

Rapid delivery and installation of the core Salesforce Application Management, Customer and Contact Management, Pipeline and Activity Management, Security Settings, Reports and Dashboard Management, Data Import modules.

Key requirements met:

- Maintained that key relationships are all in one central place
- Gave visibility of all required client information
- Enabled transparency across other opportunities
- Provided real-time performance/activities management at all levels
- Ensured accountability, availability & security of information
- Delivered Project Management functionality
- After this process they will have increased sales process and efficiency

QuickStart package

4 week rapid deployment to meet OCG's timescales

Immediate ROI

Single source of truth for OCG's data