



Ambu A/S
Ballerup, Denmark
www.ambu.com

Industry:

Life Sciences

Annual Revenue:

US\$101 million to \$500 million

Employees:

1,216

Oracle Products & Services:

Siebel CRM On Demand

Oracle Partner:



Rothoff Consulting A/S
www.rothoffconsulting.com

“We chose Oracle’ Siebel CRM On Demand because we found that it is the best-proven CRM On Demand platform with strong integration options to other applications. Oracle’s features, such as pipeline management and tools for lead generation and tracking, have improved our ability to apply best-practice sales processes.” – Hanne-Merete Lassen, Idea Generation Manager, Ambu A/S

Ambu A/S Ensures Real-time Reporting and Increases Visibility into Sales Pipeline

Ambu A/S develops, produces, and markets diagnostic and life-supporting equipment and solutions to hospitals and rescue services. The company’s business areas include respiratory care, cardiology, and neurology, in which the most important products are ventilation products for artificial respiration, and single-use electrodes for ECG tests and neurophysiological mappings. Ambu sells approximately 98% of its products in export markets through its international distributors and companies. Ambu is listed on the Copenhagen Stock Exchange.

Challenges

- Develop and rapidly deploy a new customer relationship management system designed to reduce high maintenance and development costs, and scale to meet future requirements
- Create common processes across sales affiliates to implement the company’s 2008 and beyond strategies
- Meet customers’ evolving needs and buying patterns
- Improve insight into customer buying patterns and potential to drive more effective campaigns and sales activities

Solution

- Implemented Oracle’s Siebel CRM On Demand to improve data quality and create a completely segmented customer base
- Increased Ambu’s ability to monitor and track sales performance
- Provided a multidimensional view of customer data to drive more informed and targeted sales initiatives
- Created a single repository for customer data, reducing the time spent managing data and improving accuracy
- Improved the lead management process by checking sales rep performance related to opportunities and activities as well as benchmarking against a number of new criteria (e.g. business areas) and monitoring win/lost ratio.
- Enabled real-time reporting and insight into the sales pipeline
- Ensured a timely and successful deployment—allowing the company to launch the system in 10 countries within 12 months
- Gained the ability to quickly scale to meet expanding needs