

Jedox and Salesforce deliver joint sales success for Zimmer

One unified sales platform delivers insight to 2,500 users

**Customer**

Zimmer Germany

Region

Europe, Asia, USA

Industry

Healthcare, manufacturing
(orthopedic technologies)

Departments

Sales, IT

Solution

Sales performance, management
dashboards

System environment

Salesforce.com, SAP

Executive Summary

Zimmer drives sales performance with a Jedox Web solution embedded in its existing CRM solution Salesforce.com. More than 2,500 users worldwide now access current, personalized insight, including integrate SAP financial data, all directly from Salesforce.com. This saves time and supports targeted sales activities.

Helping to keep the world on their feet

Zimmer is a worldwide leader in musculoskeletal health care, developing innovative joint replacement systems. Zimmer has a global workforce of 9,000 employees and generated sales of \$ 4.7 billion in 2014. The company sells over 130,000 orthopedic products through subsidiaries in 25 countries and partners in over 100 countries.

Low data quality, frustrated users, impeded growth

Zimmer's demanding sales model centers around close cooperation with medical clinics and other clients. To drive sales, its account managers need precise information on a constant basis.

Zimmer was using Salesforce for managing customer relationships, which lacked the comprehensive reporting capabilities they needed to track and understand client spend and profit. Spreadsheet use skyrocketed, with Excel hell leading to lower data quality through increased manual input. Business users were continually frustrated by multiple sources of the truth and a lack of visibility.

The company needed an alternative to Excel and decided to look for a BI tool which could seamlessly connect with Salesforce, as well as SAP, and other data sources.

Working prototype in under 2 days

Zimmer chose Jedox, a two-day test workshop convincing the project team that Jedox could rapidly fulfil its extensive requirements. A second workshop enabled Zimmer to configure all their solution interfaces and define a first stack of reports.

They instantly verified Jedox's high performance, generating ultra-fast queries and analysis.

Users

- ▶ Approximately 2,500

Advantages

- ▶ Prototype with live data in just 2 days
- ▶ Web application for sales in over 100 countries
- ▶ Mobile access to daily updated dashboards

Why Jedox?

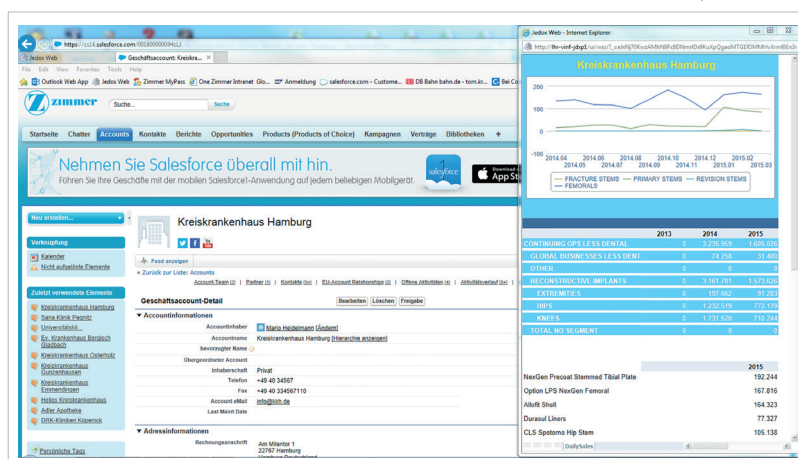
- ▶ Seamless integration in Salesforce.com and SAP
- ▶ Fast implementation
- ▶ High performance
- ▶ Easy-to-use Excel-like environment
- ▶ Highly automated reporting

"With Jedox, we always know the status of our sales projects and can respond with targeted, timely actions."

Thomas Kremer, Head SalesControlling,
Zimmer Germany GmbH

"The query performance and dashboard refreshes are just sensational."

Udo Stang, Head IT Germany and
Project Manager Salesforce.com Europe,
Zimmer Germany GmbH



Customer document in Salesforce.com with an integrated sales report

Jedox adds powerful BI capability to Salesforce

Zimmer and Jedox implemented the entire reporting solution within just two weeks. Embedded in the Salesforce environment, Jedox's rich self-service functionality enhances Zimmer's analysis of CRM and other vital business data from any angle. Jedox also empowers Zimmer's end users to derive critical insight from SAP and critical budget and external market data from Excel.

Sales analysis and project tracking

Jedox provides detailed sales analysis by products, business units, regions, account managers, and more. Jedox uses highly granular information, all the way down to individual operations run by each manager. This information combined with vacation time, sick days or administrative tasks generates precise sales forecasts, allowing Zimmer to plan ahead decisively and accurately.

Jedox also proves Zimmer with smart opportunity management. Users evaluate detailed information on sales opportunities and risks from Salesforce. They also view current status and progression of different stages in the sales process, which then flows into a financial forecast.

Personalized insight on a daily basis

Daily sales and project development updates support timely, targeted sales activities. Today, approximately 2,500 Salesforce users at Zimmer now have easy access to previously impossible-to-reach insight.

End users access seamless analytics from notebooks, tablets and smartphones. They can view individual transactions from SAP and Salesforce in a unified view. Using Jedox, Zimmer have fostered a sales culture that thrives on analytics.

Futureproof Web solution

Jedox can easily unify other areas of the business and quickly duplicate and modify applications via Web reporting, allowing Zimmer to continue Jedox's planned expansion with ease.

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