

Laying the Base For PENTAX Medical



PENTAX **MEDICAL**

Laying the IT foundation and infrastructure for Pentax Medical

Seeking to expand its network and further grow its business, Pentax Medical partnered Avanade to empower its commercial operations and provide a central portal for critical business needs

Business Situation

Headquartered in Japan, Pentax's mission is to improve the standard of patient care and quality of healthcare delivery, by providing the best endoscopic products and services with a focus on quality, clinically relevant innovation, and simplicity.

Providing the Chinese market with the most advanced endoscopic imaging devices and solutions since April 2011, Pentax Medical specializes in the development of a wide range of products and services that allow Chinese physicians and doctors to better serve their patients' needs.

As China continues to develop into one of the key medical markets in the world, Pentax Medical needs a single integrated customer relationship management (CRM) solution to keep pace and further grow its business in the country. Being a new operation in the country without a CRM system, the company was spending valuable time manually tracking all of its products, which also led to human error and inaccuracies. Pentax Medical needed an IT system to streamline its processes, setting the necessary IT foundation for future growth.

"To help deliver our mission, we needed a strong IT backbone to support our operations in China. Due to the competitive nature of the market, a CRM system would be critical to our growth, and it became imperative that we find the right partner to help us achieve our vision for the country and Asia Pacific," said Sally Li, vice president, finance and business operation, Asia Pacific Pentax.

The Avanade Solution

An experienced provider of CRM solutions, Avanade spent time to review and better understand Pentax Medical's business challenges and requirements. The company was in its first year operating in China – meaning that any solution would need to be future proof, and have the capabilities to address today's need while maintaining a view to tomorrow.

"As Pentax was just in its infancy operating in China, the CRM solution had to be agile to scale for future growth, yet able to respond to its business requirements today. In addition, the CRM solution also needed to be easily customizable in order to keep up with the company's rapidly changing business needs, and to allow employees to make simple changes, such as modifying and generating reports in an easy and fuss-free manner," noted Erin O'Brien, delivery lead, Greater China, Avanade.

Avanade tailored and customized a CRM solution – built on Microsoft Dynamics® CRM solution – to fit Pentax Medical's business model, addressing its needs at a fundamental level.

Avanade created a central portal that would be able to manage every business and sales request, applications and forms. Through this portal, Pentax Medical's sales force would be able to make requests in an efficient and automated way, streamlining the entire sales process.

Business Benefits

The unified CRM solution has simplified the sales process for Pentax Medical. Every business format can be found in its system, from travel request forms to expense applications. The sales team can now easily get these items approved, and the time spent on reporting and admin work has been greatly reduced.

Additionally, it is now easier for the operations team to fill in sales orders using the central portal; they no longer have to struggle with the issues inherent in the legacy system.

"From an operations point of view, our new CRM solution has given us more flexibility and efficiencies. Filling in requests with the automated portal now means that we reduce the time-taken to expedite orders in an easy and convenient way, compared to the complexities the team faced with our legacy logistics system," shared Larry Guan, Vice President, China Sales & Marketing, Pentax.

The new CRM solution has widened the scope of operations for Pentax, providing a flexibility and maneuverability to better position Pentax Medical for its growth and expansion in 2012.

"What has really impressed us is the speed at which Avanade has deployed our CRM solution – from understanding our business processes to implementation of the system, all in just 3 months. We've had a lot of positive feedback from our team and we'll

continue to work with Avanade to fine-tune and add more functions as we grow our business in China", he added.

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About Avanade

Avanade provides business technology services that connect insight, innovation and expertise in Microsoft® technologies to help customers realize results. Avanade's services and solutions help improve performance, productivity and sales for organizations in all industries. Additional information can be found at www.avanade.com.

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