



Sultan Healthcare Saves \$750,000 Using BIO Business Intelligence Software

Sultan Healthcare, a leading dental product manufacturer, needed to get timely, accurate, and actionable business information to their worldwide sales organization to allow sales representatives to determine what sales and marketing strategy and tactics yield the greatest ROI, make adjustments based on the information, and generate more revenue. Like many companies, Sultan Healthcare has an incredible amount of data in different databases spread across the organization. Aggregating the relevant information and giving the sales reps the ability to view financial and operational data in a way that immediately highlights successes and problems resulted in a savings of \$750,000 in the first year.

Background

Sultan Healthcare, a wholly owned subsidiary of DENTSPLY International, Inc., based in Hackensack, New Jersey, has been a leader in manufacturing infection control products and oral therapeutics since 1872. It remains an innovative dental product manufacturer through new product research and development, distribution alliances, and acquisitions and provides value to its distribution partners through customer service, sales, and marketing.

Requirements

Sultan sells through resellers. In order to identify buying patterns and gauge the effectiveness of their selling efforts, sales and marketing personnel need to compare and analyze point-of-sale or "sell-through" transactional data with campaign and financial data, all originated and housed in dozens of excel spreadsheets. The data must provide a "single version of the truth" --accurate and actionable insights for real-time decision making. The data also needs to be organized and disseminated to sales reps the world over in a timely and secure manner. The reps must be able to view their data, and only their data, in a way that makes sense to them. "There is a lot of value in the historical data if you are able to look at it in a way that reveals what you are looking for," explains David Singh, VP of Operations for Sultan.

BUSINESS IMPACT

Eliminated poorly performing sales and marketing campaigns and focus efforts on the winners, saving \$750,000 in the first year.

Facilitated proactive decision making.

Improved processes to eliminate the inaccurate data.

Expanded use to other areas, such as product planning where trend analysis identifies provides input for product direction.

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The Solution

Sultan Healthcare partnered with BIO Analytics Corporation to implement BIO (business information optimization) software that leverages Microsoft's Business Intelligence platform to deliver self-service business information analytics. BIO delivers an easy-to-use and deploy solution that enables non-technical users to analyze, understand and act upon previously inaccessible operational and financial information derived from multiple software applications throughout and external to the enterprise.

“BIO paid for itself many times over.”

The data in Sultan's Microsoft SL database formed the basis for its business intelligence database. With BIO's out-of-the-box connectors for Microsoft Dynamics data, the application was operational in just 2 weeks. For easy reference, the standard inventory data properties were replaced

with ones more commonly used within the organization using the BIO cube builder and a frequently viewed custom table that stores history by day was added to provide daily data and speed retrieval.

Results

All sales and marketing, operations, and accounting personnel were given access to and trained to use BIO. While sales and marketing started out as the primary user group, operations personnel now use the system to analyze trends for product planning and the finance group analyzes financial and operational performance. The initial biggest impact, however, was in sales and marketing. Campaigns and sales efforts were quickly identified as successful or not. The poorer performing campaigns were eliminated and efforts were refocused on what was providing the highest ROI. In the first year, Sultan saved over \$750,000 on campaigns alone. "BIO paid for itself many times," recalls Singh.

In the early stages of implementing BIO, some inconsistencies were revealed within the data. For example, some rebates were showing up in the database as sales. This led to a review of the data processes. As a result, several processes were improved, saving additional effort and increasing the accuracy of the data.

The BIO viewer, BIO Vue, makes it easy for non-technical users to view graphs and relationships among data one way and quickly change the data relationships to look at it another way. Sultan staff uses the viewer to identify trends and other interesting patterns in the data. The data is easily exported to Excel for those users who wish to use it for further analysis, forecasting, and developing "what if" scenarios.

Singh added, "IT loves when we distribute the BIO application to new groups within our organization. They get far fewer requests for programmed reports."

Futures

As a next step, Sultan Healthcare is looking to expand the use of BIO into other departments throughout the organization, thus further reducing the need for IT to create reports. In addition, sales and marketing would like to integrate external dental equipment market trend data to allow for competitive analysis and deeper trend analysis using BIO.

BIO ANALYTICS CORP.

BIO Analytics Corp. specializes in developing affordable, state-of-the-art, business-ready BI solutions. BIO for Microsoft Dynamics reduces the cost, complexity, and technology required to implement a Microsoft BI platform. BIO's business-ready framework is the most complete and adaptable business translation of Microsoft Dynamics. It is the only BI solution that includes an enterprise class visualization layer, BIO Vue, and 60 out-of-the-box operational, strategic, and financial views. Start with Microsoft Dynamics and extend BIO to other corporate data assets.

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