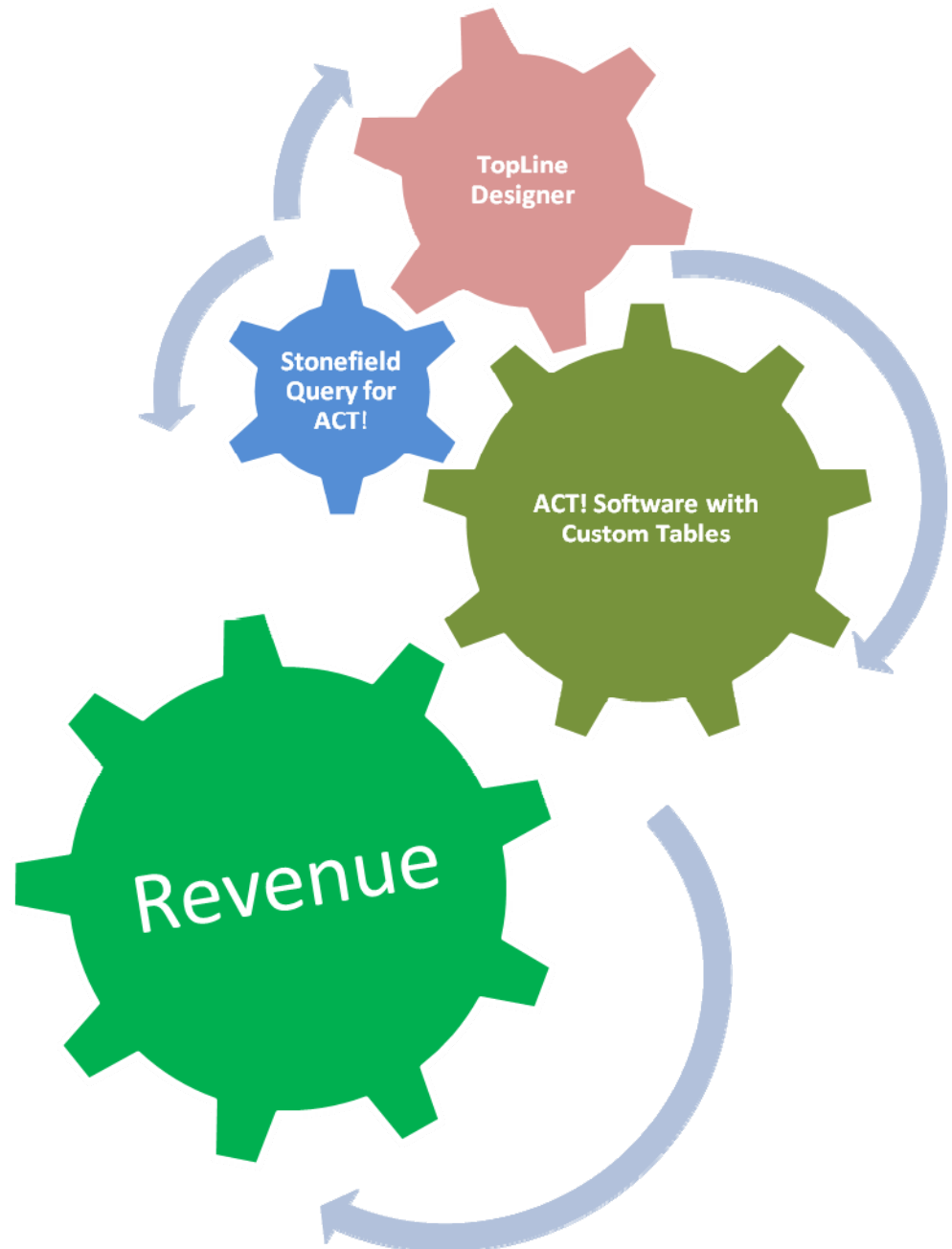


Case Study: BD Biosciences Discovery Labware



Presented by: On the verge, incorporated

Company profile

BD Biosciences - Discovery Labware manufactures equipment and supplies used primarily for tissue culture.

BD Biosciences is a world leader in bringing innovative diagnostic and research tools to life scientists, clinical researchers, laboratory professionals and clinicians who are involved in basic research, drug discovery and development, biopharmaceutical production and disease management. The BD Biosciences segment is focused on continually advancing the science and applications associated with cellular analysis and products that help grow living cells and tissue.

Products/Services

- Fluorescence-activated cell sorters and analyzers
- Monoclonal antibodies and kits for cell analysis
- Reagent systems for life science research
- Cell imaging systems
- Laboratory products for tissue culture and fluid handling
- Cell culture media supplements for biopharmaceutical manufacturing

Customers include academic and government institutions, biotechnology and pharmaceutical companies, hospitals, reference laboratories, and blood banks.

Business situation

The Marketing Communication Team was tasked with designing a Customer Outreach Program to close the revenue gap. caused by the economic downturn. The program would include multiple campaigns and would be conducted by product managers, evaluated by marketing, and then integrated with current sales processes.

The goal was to stimulate purchasing with an aggressive a "How can we put you in this car today" approach. There's was a three week timeframe to have the campaign up and running.

The product team needed to track sample requests, sample fulfillment, product numbers, and offers, as well as identify the purchase window and collect other data for analysis. The system needed to bridge efforts between marketing and the sales organization

Clients would be included in more than one campaign as part of the of cross-selling initiative. Therefore, a system that would track every interaction with a contact or company and track leads in each campaign was essential.

Technical situation

After evaluating many solutions, BD Biosciences Discovery Labware selected ACT! by Sage as their contact management and sales force automation (SFA) tool to help focus its sales efforts in 2007. This division of BD implemented the ACT! solution to support 60 users (35 remote account representatives).

The company chose the consulting team at On the verge, incorporated to launch the initial phase of their sales force automation (SFA) system and to provide ongoing support and recommendations.

When the time came to integrate marketing requirements into ACT!, the marketing communications team were aware that their requirements pushed the boundaries of ACT! capabilities and approached their IT department for a solution.

Solution

In consultation with On the verge, incorporated, ACT! Certified Consultants, BD Bioscience's IT team explored options to enhance ACT!'s opportunity and reporting capabilities. Because the product managers who would participate the marketing outreach program were not familiar with the ACT! application, it was essential that the resulting system be simple and easy to use

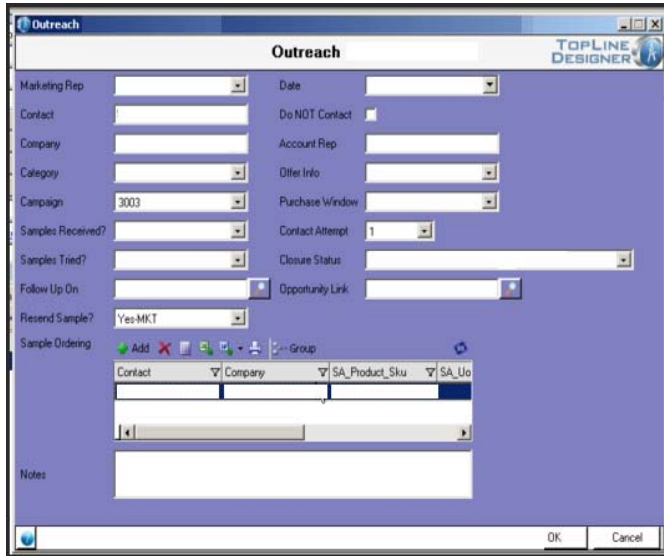
The IT team determined that the sales organization was comfortable and successful using ACT!. Additionally, having already used ACT! for three years, there was significant customer data already existed that could be utilized in the project.

The IT Project Lead, Tony Salamone, applied his development experience to this project to create added functionality in ACT! The result was a flexible and extended solution.

“Creating custom tables using TopLine Designer made it easy for our product managers, who were not ACT! users, to pick up on the system without a lot of training”

The solution was found in TopLine Designer from TopLine Results. TopLine Designer leveraged the capabilities of custom tables in ACT! by creating new

sub-entities for existing records. With this robust add-on, the IT team was able to build new forms, fields, and tables quickly and attach them to a layout in ACT! 2009. Once the project parameters had been identified, the time to deploy this solution was a matter of days.



The entry form functions as a call script, even as it captures marketing data. The Product Managers simply had to add answers to the form, thus creating entries that not only provided marketing data, but also tracked sample requests that could be managed using a batch fulfillment process. This eliminated a redundant step in the fulfillment process, providing unanticipated benefits.

Incorporating workflow automation as part of the product improvements, a single mouse click calls up the ACT! sales opportunity table.

This provides seamless access to an outreach program sales process added to ACT! to track leads as they developed into sales opportunities. The addition of a separate and unique process eased the identification of leads “transferred” to sales. Sales reps need only view their sales opportunity list and convert the lead to their current sales process to continue working with the opportunity.

Benefits

Because Tony had previously integrated Stonefield Query for ACT! reporting software he had experienced the benefits of integrating 3rd party products with ACT!.

By implementing the integrated systems, marketing is able to expand marketing programs and develop direct marketing campaigns based on the more complete business intelligence that is now captured for each customer.

Sample fulfillment has been streamlined, and a redundant separate step has been eliminated.

BD Biosciences has seen immediate results in added revenue to the pipeline, after only a few weeks of use. Reps are seeing deals they would not have had without this process. The Outreach Project has opened doors for product managers, marketing, and sales reps.

"We want the sales reps in the field selling - the system we've built for our marketing program with TopLine Designer makes it easy for them."

The solution was further enhanced by expanding the use of Stonefield Query to provide a nightly, automated, data dump which is integrated into an existing comprehensive reporting system.

Based on the success of the program, BD exceeded the revenue goals on their first marketing campaign.



Products and services used

- ACT! 2009 Premium, ST Edition (version 11)
- TopLine Designer, version
- Stonefield Query Reporting for ACT!, version
- BD Biosciences IT services
- On the verge incorporated, ACT! Certified Consultants.

About On the verge incorporated

On the verge, incorporated has been providing process-focused CRM and contact management solutions to a broad range of business types and sizes since 1997. We provide consulting and training services for ACT! by Sage, Sage CRM, LeadMaster, SwiftPage Email and QuoteWerks. We also offer consulting and training for SalesLogix and MS CRM through our partnerships with outstanding specialists.

On the verge works with workgroups of 5 to 100 users to identify the processes, data management, reporting requirements, software, training and best practices that fit each organization's unique requirements.

On the verge is an ACT! Certified Platinum Value Added Reseller (VAR), LeadMaster Partner, ACT! Certified Consultants, ACT! Premier Trainers, a SageCRM Certified Business Partner, QuoteWerks Business Partner, LeadMaster Partner, and SwiftPage Email Certified Consultants (DMCC).

About the author

Lindsay Garrison, ACC, APT, CPS is president of On the verge, incorporated. She is also a founder and past president of Complete CRM Solution, a professional organization dedicated to the ongoing education and skill development of certified CRM professionals. Lindsay is an active member of the Sage Business Advisory Council (BPAC).

Lindsay is an ACT! Certified Consultant and Premier Trainer, LeadMaster Partner, Nimble Social CRM Partner, SageCRM Certified, HandHeld Contact Certified, email marketing certified, HubSpot Partner, Constant Contact partner, SwiftPage DMCC and holds a certificate in business process management.



Corporate offices:

On the verge incorporated
25 Braintree Hill Park, Suite 200
Braintree, MA 02184
(ph) 800-963-1030
(fx) 781-963-8549
www.yourcrmteam.com
Twitter: yourcrmteam
Blog: [Ya' Think](#)