**Medical Products Manufacturer acquires Improved Sales with LTI's Sales Effectiveness & Partner Collaboration Platforms**

## Client

The client is an award-winning Medical Devices and cutting-edge Cloud-based Software Applications company. It creates solutions to better diagnose, treat and manage Sleep Apnea, Chronic Obstructive Pulmonary Disease (COPD) and other chronic diseases.

## Challenge

The client wanted to improve the overall sales effectiveness of its workforce, by better territory management, sales call planning, ordering of samples literature, and lead & opportunity management; followed by appropriate incentives / compensations. The client also wanted to improve its online presence, and collaborate better with its partners for Return Merchandize Authorization Process, Payment Process, and Integration with Third-party Logistics Providers.

## Solution

- Online Store Implementation
- Samples and Literature Ordering through Salesforce.com
- Sales Compensation Dashboard
- Integrating Salesforce CRM to Oracle E-Business Suite & 3PL Providers
- Implementation of Adobe Experience Manager

## Benefits

- Improved Sales Effectiveness and Reporting
- Automated Ordering and Tracking
- Improved Visibility and ROI Tracking of Samples, Products and Literature Distribution
- Helped in Cost Optimization
- Streamlined Processes

### About L&T Infotech

L&T Infotech (NSE: LTI) is a global IT services and solutions provider with presence in 22 countries. We solve complex business challenges at the intersection of digital and physical world with our real-world expertise and extreme client centricity. We help clients create better customer experiences, transform processes and build new businesses.

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