



sales-i has been embraced by medical equipment manufacturer Deltex Medical Group Plc to transform the availability of timely, relevant sales information to its direct sales force and managers in the UK

sales-i Maximises Healthy Flow of Business at Medical Device Manufacturer **Deltex Medical**

Deltex Medical is a manufacturer and supplier of specialist medical equipment, specifically the CardioQ-ODM Oesophageal Doppler Monitor (ODM) which is used in hospital operating rooms to measure circulatory blood flow during surgery using ultrasound technology. The company, which sells its products directly to hospitals, has a customer base of over 250 in the UK. Its seven regional sales managers are supported by 15 clinical specialists.

Explaining the company's reasons for turning to the subscription-based sales-i service, Group Sales Director Andy Mears says, "Until now all of our sales analysis has been done internally by the financial team using Excel spreadsheets and Sage. Manually collating all of the data has taken a lot of time each week and each month. We wanted to reduce those man-hours and make critical sales information more readily available to the sales team in a quick and easy format on their iPhones and laptops."

Deltex Medical will utilise the CRM functionality within sales-i to capture individual sales people's data and manage this centrally. The overall goal is to increase revenues and gain an earlier idea of when sales to existing customers may be on the wane. Says Andy, "sales-i will give us better awareness of when sales may be falling off, so we can take early action. As well as giving the sales team a constant reminder of where attention is needed, it will provide valuable management insight to ensure follow-up."

sales-i ™
SELL SMART



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*Andy Mears, Deltex Medical's
Group Sales Director*

sales-i stood out from competitive solutions because of its software-as-a-service delivery model: the solution is hosted and run externally, enabling flexible access from any location and device and keeping costs down because the only cost is a modest subscription charge.

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Around 20 Deltex Medical users are already signed up to the service. Existing spreadsheet-based sales analysis will be phased out completely by January 1st 2012, by which time the entire sales team will be self-sufficient on sales-i. “The response has been great,” Andy notes.

“The next stage will be to roll the solution out internationally,” he concludes. Deltex Medical sells its products in 40 countries worldwide, the US in particular being a major market for the company.

About Deltex Medical

Deltex Medical Group Plc, listed on the AIM market, manufactures and supplies a specialist blood flow monitor for use during surgery. Its flagship CardioQ-ODM product is recommended by the National Institute for Health and Clinical Excellence (NICE). Deltex Medical sells the product directly to hospitals across the UK, and has a presence in 40 countries worldwide.

For more information, please visit www.deltexmedical.com