



HEALTHCARE
CLIENT

TRILLIUM

SUCCESS STORY:

Healthcare Information

Engagement: Cloud-Based Enterprise-wide CRM Implementation

Trillium Helps Healthcare Information Group Integrate Disparate CRM Systems in the Cloud

Trillium's client is a market leading information products company serving more than 2,000 hospitals and large U.S. pharmaceutical manufacturers in the healthcare industry. The company maintains one of the nation's largest healthcare databases, which contain data on more than 25 million discharges per year from nearly 3,000 hospitals, representing over 75 percent of all discharges.

Challenge: Breaking down organizational and procedural barriers to successful CRM implementation

Third time's a charm – but this adage wasn't coming true for Trillium's client. Having grown through mergers and acquisitions, the company had multiple, disparate sales and CRM systems. Previous attempts to integrate the systems had failed, so the company had three sets of price lists, commission structures, product lists, and CRM data. This disconnect had an adverse effect on sales productivity and operational efficiency.

Our Client

A market-leading information products company serving the healthcare industry

The Challenge

A third attempt at implementing a major enterprise initiative was in jeopardy

How Trillium Solved It

Trillium helped the company first overcome organizational and procedural issues and then develop its own cloud-based enterprise-wide CRM solution

Results

Realized a 40% gain in operating efficiency

Achieved cost savings by retiring two legacy sales force automation systems

Substantially increased the company's valuation when acquired

Healthcare Information

Engagement: Cloud-Based Enterprise-wide CRM Implementation



Now, the client's IT organization was in its third attempt to internally implement an enterprise-wide CRM application. Once again they were encountering roadblocks, primarily due to the lack of executive sponsorship. And once again, the project was falling dangerously behind schedule.

To make matters worse, the primary user group (sales) and the IT organization were at odds. IT was driving the initiative, but the sales leadership had little confidence in IT's ability to successfully implement the project. Executive leadership was reluctant to act as an intermediary since they didn't have a clear understanding of the scope, budget, timing, or impact of the project.

Trillium Solution: New stakeholders – and an enterprise-wide CRM solution in the cloud

Trillium Solutions Group's Project Rescue Assessment helped the client identify specific problem areas and risks. They worked across business units to clarify business requirements and solidify the project's scope. Ultimately, they discovered that the project lacked appropriate sponsorship, was improperly defined, and was underfunded by a half million dollars. The team developed and presented the client's executive management and board of directors with a clear project view and new comprehensive project plan outlining the scope, approach, communication, project governance, budget, and completion time.

Trillium's team then drew upon its expertise to secure the most supportive executive sponsorship and positive project stakeholders. Trillium also developed an implementation plan that the client's IT personnel could use as a concise project roadmap – along with

recommendations on how to resolve operational issues that were slowing down the project's progress. These recommendations were accepted by the client and executed by Trillium:

- Integrate CRM in an internally hosted cloud environment
- Leverage a governance framework to ensure that there is clear communication, oversight, and issue resolution process to bring all stakeholders on the same page
- Identify a single point of executive sponsorship and commitment of resources
- Fill key resource gaps on the project implementation teams
- Minimize difficult custom implementations by leveraging best practices and architecture already incorporated in the package
- Clean up data in legacy applications to reduce the need for scrubbing activity before and after go-live

The client also asked Trillium to manage the actual implementation. Working with the client's internal team, our consultants deployed our proven implementation approach and processes to ensure rapid resolution to potential roadblocks. The team guaranteed continued client support throughout the project by collaborating with stakeholders across departments. As a result, the implementation team worked as a cohesive group to challenge, discuss, review, and ultimately agree on a course of action.

Results: Fully integrated, cloud-based CRM for ease of acquisition

Ultimately, Trillium helped the client achieve its first

Healthcare Information

Engagement: Cloud-Based Enterprise-wide CRM Implementation



fully integrated enterprise-wide CRM system. It also enabled this leading health information company to be an early adopter of CRM applications delivered in a Software as a Service (SaaS) cloud environment. The cloud was deployed on the client's own dedicated hardware. As such, the client enabled its sales force to manage and report its activity in the sales pipeline through a single system of record, streamlining communications, boosting productivity, and improving the potential for increased sales.

Specifically, Trillium helped the client achieve the following benefits:

- Realized a 40% gain in operating efficiency
- Achieved cost savings by retiring two legacy sales force automation systems
- Substantially increased the company's valuation when acquired
- Ability to keep product pricing, commissions, sales plans, reports, customer lists, and other key sales processes in a single, integrated system

The new integrated, cloud-based CRM system positioned our client to meet its strategic and financial goals with more flexibility. Eighteen months after the implementation, the client's company was acquired by another firm. The client shared with Trillium's that the successful CRM integration efforts substantially influenced the acquisition valuation of the company. The purchasing company was particularly impressed that the client's IT systems were tightly integrated and so well managed and organized. Had the three disparate systems still been in place, it would have been a far different conclusion.

About Trillium

Trillium Solutions Group, Inc. is a professional services firm headquartered in Chicago that provides technology consulting and strategic sourcing services for industries such as trade associations, financial services, telecommunications, and healthcare. For more information, please visit www.trilliumsg.com.