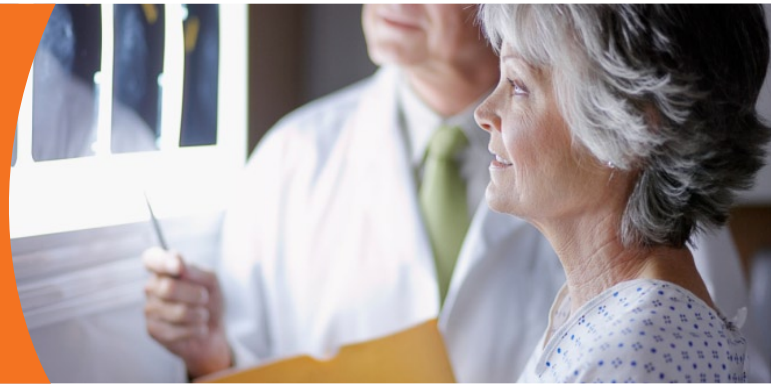


CASE STUDY:



Hologic

"If handheld applications can allow us to service the customer better because we have more information at our fingertips, then that's our number one goal." - Dave Rudzinsky, SVP Information Services & CIO, Hologic



Organization

Leading developer, manufacturer and supplier of premium diagnostic products, medical imaging systems, and surgical products created specifically to address the healthcare needs of women throughout the world.

Challenge

Find innovative ways to increase efficiencies across the organization, in order to stay ahead in an increasingly competitive market with tighter regulatory requirements.

Solution

Mobilize field service and sales people for easy and efficient access to real-time critical information about customers and service requests.

Results

Unprecedented customer-service and cost-savings benefits, including optimized resource utilization, accelerated billing cycles, improved inventory accuracy, faster customer-response times and hundreds of thousands of dollars saved by eliminating process inefficiencies.

Products and Services

AMP Service and AMP Sales mobile solutions on RIM BlackBerry smartphones. Service mobile app on RIM BlackBerry smartphones.

> INTRODUCTION

The medical device industry continues to be hotly competitive with an increased number of multinational companies entering the global market. Margins are shrinking in many cases and manufacturers are differentiating on service and reducing costs by automating as many processes and workflows as possible. In addition, regulatory compliance and data policies are getting more complex and businesses must conform to them to mitigate risk and litigation. Furthermore, the tightened credit markets have forced some hospitals to cut capital expenditures.

Hologic, a leader in women's health products and systems, recognized that technology and process innovation is critical to weather this storm and sustain a competitive advantage. As such, it sought a technology solution that would enable both its sales and service teams to be more agile and responsive when working in the field, helping to drive success. The ideal solution would ensure that employees are connected and able to collaborate as easily as possible, providing field personnel with the right information at the right time. And likewise, it would provide management with

real-time visibility into field sales and field service operations, helping to create a holistic, empowered and agile organization with a backbone of high-quality information to draw upon at every stage of the customer and product lifecycle.

> TOTALLY TRANSFORMATIONAL TECHNOLOGY

Hologic chose mobile serve and sales applications powered by the Antenna Mobility Platform (AMP) to fulfill its objective. Dave Rudzinsky, SVP, Information Services & CIO at Hologic, views mobility as a way to literally transform the way Hologic provides service to customers. Service and sales representatives with a mobile application in hand are empowered to think and act differently – their actions are more immediate and more directly tied to their customers' needs. With mobility, they have more control and visibility – individual empowerment that fuels customer satisfaction and sets the company apart. "Reps now have the tools to help them streamline their day and keep track of activities and relationships with customers that hopefully will lead them to additional sales and greater customer satisfaction," says Rudzinsky.





CASE STUDY:

Hologic



By using AMP to extend its Oracle Siebel CRM and ERP systems wirelessly to mobile workers via their BlackBerry smartphones, Hologic set out to streamline and improve business processes. This involved an integrated effort between the sales, service and IT organizations to create and deploy an enterprise mobility solution that would enable all parts of the organization to perform their jobs in a more efficient and cost-effective manner.

After testing Antenna's AMP Sales and AMP Service mobile solutions in small pilot groups, Hologic rolled them out at sales and service regional and national meetings to all of its remote workers. As a result, these representatives are now able to easily and efficiently access critical information about customers and service requests. Moreover, the management team at Hologic now has much greater insight into the day-to-day operations of both teams, creating organizational synergies that were previously unattainable.

"The mobile app allows the remote field service technicians to do things online in real time. They can look at service calls as they're coming in from the customer, order parts, and update the service call. This allows them to close calls faster, service the customer faster, and if it's a billable call, have the invoice sent out faster," says Rudzinsky.

"Reps now have the tools to help them streamline their day and keep track of activities and relationships with customers that hopefully will lead them to additional sales and greater customer satisfaction."

> POSITIVE IMPACT

To date, results of the mobile deployment have been positive. The solution has reduced reliance on dispatch and the call center, speeded up problem resolution, generated significant cost savings from process improvements, and accelerated billing cycles. But most importantly, says Rudzinsky, Hologic is seeing satisfied customers. The mobile solution has reduced customer hold times, decreased the number of escalated service calls, and improved customer response times. "If having a handheld application can allow us to service the customer better because we have more information at our fingertips, then that's our number one goal," says Rudzinsky.

Greater efficiency and reduced costs

- Improved utilization of resources
- Reduced reliance on Dispatch and 25 percent less calls into call centers
- Reduced problem resolution time by 90 percent
- Accelerated billing cycles
- Improved inventory accuracy

Improved quality of information in Oracle CRM

- Reduced delays in recording work activity
- Greater data integrity, as information is entered at job site
- Tracking whereabouts of field personnel
- Better reporting; improved metrics/dashboards

Device consolidation

- Deployed 270+ BlackBerry smartphones
- Complements laptop
- Centralized billing
- Reduced costs and administration

Greater customer satisfaction

- Reduced customer hold times
- Decreased number of escalated service calls
- Faster customer response times; more informed technicians