

# Case Study: Cardiovascular

# Tika Product Launches

**Sector**  
Healthcare  
Cardiovascular

**Industry**  
Medical Devices

**Challenge**  
Product launch to capture the first mover market share with limited time to prepare a sales team

**Solution**  
A cloud based mobile SaaS application powered by a leading BI platform

**Result**  
Successful launch with 41% increased earnings

## Background

Beating out its closest competitor for approval, a major medical device manufacturer's Drug Coated Balloon Catheter became the first drug-coated balloon to receive PMA approval from the FDA. The sales force was now faced the challenge of introducing customers to the new product while also managing complex contracts for their existing product portfolio.

Given their customers' demanding schedule, sales representatives had to make each call as productive as possible. Due diligence was mandatory: for every individual customer, representatives had to understand their current inventory, buying habits and contract status to identify and position appropriate products effectively. To manage this, the only available tool was a spreadsheet containing the latest product, market, and competitor data for their territories.

## Customer challenge

Our client had to capture the first mover market share with limited time to prepare a sales team for a product launch in the US and Canada. In addition, their competitor's well publicized product was due to come out within 12 months.

The company had limited time and capabilities to launch the new device. With a home-grown sales enablement solution, the sales field force knew limited information about their customers. Also, each rep was required to stay on top of over 6 documents and spreadsheets that were updated with varying frequency. Essential sales information was not easily accessible nor delivered in real-time; customer inventory and contracts data was typically only available through convoluted and time consuming internal processes.

In addition, the current data was not presented in an actionable or easily readable format. As data was contained in a variety of sources that were not easily accessible, team collaboration was difficult to organize. Sales reps faced the chore of lugging heavy laptops along with their tablet to remain able to do their job.

The company needed its sales team to sell, not struggle with data. There had to be a better way.

## The TikaMobile Med Device New Product Launch Solution

TikaMobile worked with the customer business team to create a dedicated new product launch module for the company's US and Canadian sales reps and management team. The module integrated SAP and CRM and compensation data into a unified data model, which identified top surgeons to target, real time information on new accounts coming onboard, status on consignments, ground up sales forecasting and reorders from accounts.

*"This journey began with a client who knew little about BI and mobile technology. And now is competing at level-5 analytics well ahead of their competitors."*

This improved performance in the field and accelerated management's ability to course correct and make optimal decisions. The company's quarter earnings went up 41% as it focused on the launch. The surgical specialty unit experienced the fastest growth, with net sales of \$135 million, a 15% increase. The early approval and launch of the drug coated balloon in the U.S. drove an organic sales growth of roughly 6.3% year over year in the fourth quarter of 2014. Within the Endovascular business, peripheral PTA line sales jumped 49% year over year, also driven by the launch of the drug coated balloon catheter.

Today TikaMobile is helping the customer BI team take this solution global: from Canada to Europe, Asia and Latin America. The platform will allow the entire global sales team to gain on the go access and forecasting for customer data including: inventory, contracts, performance and quota. With a visual 'plan my day' map function, identifying highest value opportunities is a breeze.

So what was the end result? A transformation in how they conduct business worldwide