



Corona Medical SSA

Adaptive CRM for Healthcare

Company Profile

Headquarters

Tours, France

Web Site

www.corona-medical.com

Company Facts

Provider of furnishings and equipment to hospitals and health centers.

Number of Employees

140

Implementation Time

2 months

Implementation Partner



For more than 50 years, Corona Medical has been a staple of the French Health care industry. The company provides hospitals, nursing homes, health clinics, and private residents with long lasting medical beds and furniture. With 140 employees and two specialized production facilities, Corona Medical has expanded beyond France to serve health centers across the world.

Company Needs

Corona's sales force needed a centralized place to store and share information, as much of the sales staff were dispersed across geographic sales territory. "Having critical information scattered in Word, Excel, and other programs was somewhat chaotic at times," said Laurent Guenier, Corona Medical's IT manager. Guenier also identified the need for better business analytic tools to support sales reps and management. "We needed tools to measure the effectiveness of our commercial activity," says Guenier.

Corona also identified a need to tie its CRM system into its manufacturing system—MFGPRO. "Employees should be able to answer customers' questions quickly, without having to access multiple systems," said Guenier. "We wanted a single system of record for all our operations."

Choosing SugarCRM®

After a careful evaluation of SugarCRM and other CRM Solutions (Salesforce, SalesLogix, etc...), Corona decided to partner with Synolia, a Recognized SugarCRM Partner and Developer, to

implement Sugar Professional™. Sugar Professional's flexibility was the deciding factor. "We wanted a solution that could adapt to the specific needs of our company," said Guenier. "The open source architecture allows us to develop complementary modules more easily than with a traditional commercial solution and to tie it into our existing systems."

Partnering With Synolia

For implementation, Corona Medical partnered with Synolia, a certified SugarCRM solution provider headquartered in Lyon, France. Synolia authored the first language translation pack for SugarCRM in August 2004. Since that time, Synolia has built a strong reputation in the French market for its support, implementation, and development services around SugarCRM. "Synolia's partnership with SugarCRM only added to the benefits we saw when evaluating CRM solutions," said Guenier. "They met the implementation deadlines while tying SugarCRM into our internal systems."

"With SugarCRM and Synolia, we implemented a solution that fits our business, instead of having to adapt to a rigid software system."

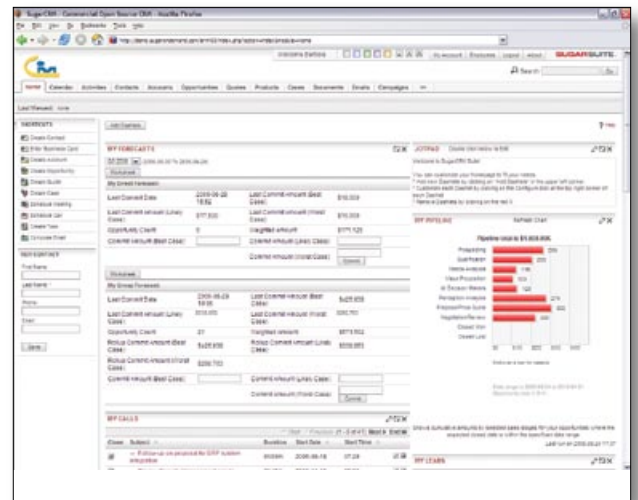
Laurent Guenier
IT Manager
Corona Medical



Results

Working with Synolia, Corona Medical streamlined the application to meet its specific needs. "We removed fields that didn't apply to our business while adding custom fields extended the functionality," said Guenier, "We also added an interface with MFGPRO which allows us to receive quotes made by another internal tool through Sugar after they have been authorized."

Corona Medical uses Sugar Professional to coordinate and organize information throughout the sales process. Corona's sales staff is now able to share critical information with each other which improves team collaboration and shortens the sales cycle. With SugarCRM, the company can better manage interactions as the opportunities progress to the final sale. For example, Sugar's integration with MFGPRO allows the sales staff to request a quote for a potential customer which can then be calculated in MFGPRO. The quote is then routed to the proper managers where it can be adjusted, rejected, or approved. Sugar then alerts the initial requestor when the quote is finalized thus simplifying this sometimes lengthy process. Said Guenier, "With SugarCRM and Synolia, we implemented a solution that fits our business, instead of having to adapt to a rigid software



system. We picked Sugar because Sugar had adapted to us."

Since 2004, Corona Medical and Synolia have worked to improve their collaboration around SugarCRM as it has become an essential component in Corona's Information System. Together, they have been able to achieve maximum automation for a complicated and lengthy sales cycle thus helping Corona grow their business. Considering the success achieved with this project, Corona has been an outspoken proponent for both SugarCRM and Synolia .