



SOLOFIRE



Case Study:

Medical Sales Clients

Case Study:

Megadyne

Who is Megadyne?

Megadyne is as an electrosurgical device company that provides healthcare professionals with electrosurgical equipment and accessories.

The Problem

Megadyne was having a hard time managing their content and integrating it with their CRM.

Our Solution

With the help of the SoloFire team we were able to address several of their challenges and in the end come up with a fully customizable app to help them with content management and integrate it with their CRM.



Before using SoloFire, we had limited functionality. We made a major investment in salesforce.com, CRM solution. We wanted to be able to integrate with that. We realized that our sales reps really needed to be able to send more than just one document at a time and they couldn't always be worrying about file size. We wanted to control documents that were made available to the reps, that's where SoloFire came into play. The value of SoloFire to our sales rep is the fact that they don't have to worry about making technology work. Their job is to sell our products, not figure how to use an app.

Aaron Fisher

Marketing Manager, Megadyne

Case Study:

BARD

Who is Bard?

Bard is a leader in creating innovative products and services that meet the needs of healthcare providers and patients.

The Problem

Bard needed instant feedback on how their marketing and sales assets were being used in the field and which marketings were most effective.

Our Solution

SoloFire has allowed their marketing team to get actual user-generated analytics on how their marketing and sales assets are being used in the field and which marketing tools are the most effective. With SoloFire, Bard can now easily track the files shared with their customers and it instantly notifies sales reps when those files are viewed so they can follow up with them while it's fresh on their minds and they are ready to act.

The greatest thing about SoloFire that our reps love and that I love too, is that when a rep send files to the customers and the customers receive those files when they click on that link it allows the reps to be notified exactly what the customer is clicking on and that's basically an in for the rep.

Erica Vigneau

Marketing Communications Manager, BARD



Case Study:

Hologic

Who is Hologic?

Hologic, Inc. is a developer, manufacturer and supplier of diagnostic products, medical imaging systems and surgical products.

The Problem

One of the biggest problems Hologic faced was how their sales reps were lacking content to use in presentations. They couldn't physically bring their products to show to prospective customers so they needed an alternative.

Our Solution

With the help of SoloFire, they have been able to create a fully customizable app that matched their vision and made it a reality. They are able to bring the product to their rep's hands, which allows them to show their customers the product in real time. It instills confidence in the sales reps because they have something to show other than just a piece of paper.

They can actually demo through the product as they would as if it were sitting in their facility. [Solofire] is more hands on. It's more interactive. But, it also allows us to provide all of our tools to our reps in one place to easily access when talking to our customers.

Mallory Berko

Associate Product Director, Hologic

