Sectra

Sectra made the production of quotations easier for its growing catalogue of medical devices using XaitCPQ.

Who is Sectra?

Sectra is a leading global supplier of imaging IT solutions that support healthcare and help hospitals all over the world to improve efficiency and patient healthcare.

Sectra's Requirements:

Sectra wanted to introduce a more customer-centric sales model, enhance the support provided to its sales team, and make the production of quotations easier for its growing catalogue of medical devices.

Xait was asked to provide a solution that would:
- Reduce the time taken to prepare and price quotations.
- Seamlessly integrate with Microsoft Dynamics.
- Allow the adoption of account specific pricing.
- Improve the accuracy of quotations.
- Improve the margin management process.
- Ensure that only current products are quoted.

Secure more orders...

Introducing XaitCPQ® enabled the sales team to quickly and easily build and accurately price complex solutions from within their existing Microsoft Dynamics CRM system.

Rules and calculations were captured within XaitCPQ® to prevent users from inadvertently offering obsolete products, incompatible items, or incorrect installation times.

"For me, the most important feature is just how well it's integrated with Microsoft Dynamics. We use Dynamics as our customer relationship tool. Navigate into any account and you can see all the quotations linked to the opportunities."

Brian Maynard, Operations Manager at Sectra

SECTRA

Knowledge and passion

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XAIT®

"It's definitely a lot more efficient for us to be able to view what we're quoting against specific opportunities. Previously we had to spend time digging through documents to find what we needed. Now it's all in one place. It's very well integrated."

Brian Maynard, Operations Manager at Sectra

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Automate and Scale...

After starting in the USA with its high running items, Sectra has successfully rolled out XaitCPQ® to the rest of the world. Importantly, new solution sets can be added and tailored for local market differences.

XaitCPQ® enables Sectra to incrementally enhance processes should bottlenecks appear. For example, it automatically calculates the time required for the installation of equipment and software, based on the products selected, to further reduce the sales cycle.

The pricing and margin information provided by XaitCPQ® helps Sectra refine its offer and make compelling proposals.
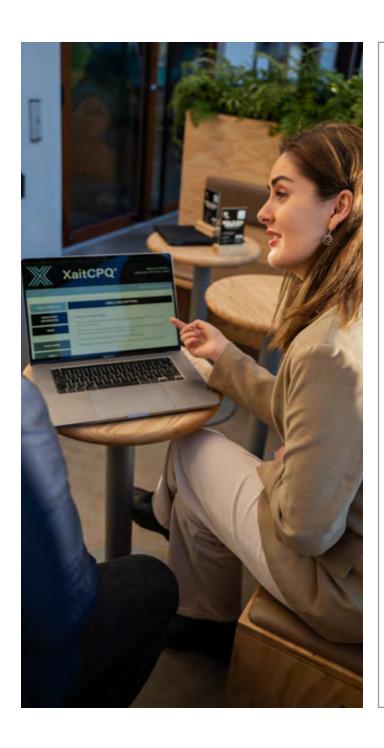
XaitCPQ® is intuitive to use and requires minimal time to learn, helping to achieve a rapid buy-in from the sales team.

Change and Disrupt...

As Sectra continue to refine and enhance its customer centric focus, XaitCPQ® enables management to quickly test and introduce new ways of going to market. For example, a more efficient pricing system was introduced globally within a few weeks. No doubt further enhancements and changes will follow...

XAIT

Become easier to buy from

Quickly and accurately price combinations of interdependent products and services.

Xait helps organizations with complex pricing options maximize revenue and drive cost and risk from their sales process.

LEARN MORE AT XAIT.COM

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