Copperstone CONNECT

BUSINESS CHALLENGE'S

- A major medical device company was undergoing rapid expansion and a change in its sales force strategy to switch from an outsourced agent model to in-house employee representatives.
- With this change they needed to have visibility into the performance of sales representatives to effectively coach and manage the transitions and growth.
- The company needed a single, reliable system of record to capture sales representative compensation which was based on a complex series of calculations tied to 3rd party partner sales, direct sales, thresholds, bonuses, and targets.
- The new Analytical Warehouse needed to be developed and implemented within a tight four month timeline.

WHY COPPERSTONE CONNECT

- Copperstone Connect had the background, methodology, skills, and knowledge to successfully design and implement the required Analytical Warehouse.
- Copperstone Connect had the ability to focus on the key user stories, leveraging our agile development approach, and deliver them within the estimated budget and timeline.
- We had the experience and expertise to provide the appropriate project governance and management required for the engagement.

OUTCOME

- Copperstone Connect provided a roadmap for the Analytical Warehouse and identified a detailed plan to deliver Phase 1, the Sales subject area.
- Coupled with staff from the client in order to facilitate knowledge transfer, Copperstone Connect led, designed, and built the Analytical Warehouse to provide all of the sales and compensation reports, dashboards and analytics required.
- The Analytical Warehouse was developed on time and under budget in a manner flexible enough to incorporate other countries and continents (beyond USA and Canada) in a second phase.
- The company was able to self-maintain and expand the Analytical Warehouse with their internal team, leveraging Copperstone Connect to augment their requirements when required as opposed to having Copperstone lead future initiatives, as was done in Phase 1.