

IBA

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At A Glance:

- **Company:** IBA delivers solutions of a unique precision in the fields of cancer diagnosis and therapy. The company also offers sterilization and ionization solutions to improve the hygiene and safety of everyday life.
- **Location:** Belgium (headquarters), China, Germany, Sweden, USA
- **Industry:** Healthcare Services
- **Company size:** 2,000+
- **Challenges:**
 - Inconsistent and uncoordinated sales processes
 - No centralized sales data
 - Limited pipeline visibility
- **Results with NetSuite:**
 - Harmonized sales processes
 - Improved impact of marketing activities on sales performance
 - Single common customer database
 - Enhanced reporting and pipeline visibility
 - Accurate production forecasts to streamline sourcing and manufacturing
- **Software switched from:**
 - Excel spreadsheets
- **Other software considered:**
 - Salesforce.com
- **NetSuite solution:**
 - NetSuite International

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— *Philippe Dethier, Business Analyst, IBA*

Results

IBA delivers solutions in the fields of cancer diagnosis and therapy. The company also offers sterilization and ionization solutions to improve the hygiene and safety of everyday life. IBA has a powerful mission: to protect, enhance and save lives. Listed on the Euronext stock exchange, the company has seen significant growth over recent years with annual sales of EUR 213.8 million in 2007. The company now has over 2,000 employees worldwide.

Since March 2006 IBA has used NetSuite to support its global sales and marketing activities, from lead creation and follow up, tradeshow and events campaign management, and mass email marketing, to opportunity and customer information management. There are now 140 users of the NetSuite system at the company’s headquarters in Belgium and in other offices around the world. Having a single system has enabled IBA to establish consistent sales and marketing processes to ensure that it provides a professional service to its customers across the company’s five business divisions.

Philippe Dethier is the principal business analyst in charge of the CRM program and NetSuite system at IBA. “Thanks to NetSuite we’re doing business in a more professional and structured way,” he said. IBA now works from one global customer database which has not only streamlined the sales and customer account management process, but has also improved coordination between marketing and sales. “Since using NetSuite we’ve been able to improve the impact of our marketing activities on sales performance, firstly by working from the same customer database, and then by making sure that all leads are followed up in a timely way. NetSuite has brought structure to our lead management process, making sure that nothing slips through the net,” said Philippe.

A year after the implementation of NetSuite, the impact began to be felt in other parts of the business too. With long lead times for the parts needed to build and maintain their diagnostic and radiation machines, having a more accurate view of upcoming business helps the company plan its sourcing requirements and manufacturing activities. “Thanks to NetSuite we can now build a production forecast,” said Philippe. “We now have an excellent view of what’s really happening in the business. We have the confidence we are driving the company forward based on good knowledge.”

 Find out more: contact NetSuite, Inc. at +44 (0) 1628-774400 or visit www.netsuite.co.uk



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Challenges

As a growing company with employees based in several locations around the world, IBA realized that it needed to harmonize its sales and marketing processes, capture and centralize the knowledge distributed throughout the sales force and enable the transfer of that knowledge. Although individual managers were successfully applying their own best practice approaches to the sales process, there was no consistent approach across all five of the company's business units — Molecular, Dosimetry, Advanced Radio Therapy, Industrial, Cisbio Bioassays. With a growing customer base it became more important than ever to establish a common language and sales methodology. At a global sales meeting IBA decided that they needed a tool to support this goal.

IBA realized that they needed to get the sales process right first. The selection was therefore just part of a larger change management program that would harmonize the way people worked to capture and establish best practices across the company. So while IBA needed commonality, it also needed to ensure that the system they chose would work well in a range of different sales scenarios. “We needed a tool that could adapt to a company like ours, with different business units selling in different ways,” said Philippe.

Solution

With 140 users based in different office locations and out in the field, having a system that could be accessed online was critical. Following a thorough evaluation of the market, IBA shortlisted several solutions: NetSuite, other SaaS products, and traditional software applications. The company went on to select NetSuite. Philippe Dethier explains why: “We wanted a single system with centralized data, but also one that we could adapt to fit our business processes. NetSuite gave us the ability to adapt the system to different roles and have a different interface depending on how you needed to use it.”

IBA began with opportunity management and went on to roll out contact and customer management. The company now has a centralized database of contacts and customers. “Having independent sales force entities in several divisions, sometimes chasing the same customers, we didn't always know if someone else at IBA was already talking to a prospect company,” said Philippe. “Now we can leverage on that information ensuring that we're 100% coordinated.”

Now that the NetSuite CRM system is established in the business, Philippe describes IBA's usage of it as moving towards a more mature phase. “Most business units are using it fully now. We're using more of the reporting features. Senior management use monthly automated reports to make more informed business decisions,” he said.

The decision to select an online system has also proven to be a good one. “We love NetSuite's SaaS model. It's great that we can access the system easily and securely from wherever we are,” said Philippe. “Plus we don't need an army of our own IT people to support it.”

For IBA, their NetSuite CRM system heralded a major change management process at IBA. Although change on such a grand scale isn't always easy, Philippe is proud of the success of the NetSuite implementation: “It is critical to involve key users as early on in the process as possible. This has been one of our key success factors and is what has made NetSuite so successful.”



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