

THE CUSTOMER

Wright Medical Technology, Inc., headquartered in Arlington, TN, is a global designer, manufacturer and distributor of orthopedic implants and instrumentation. A trailblazer in orthopedic technology, Wright has continuously set new standards and introduced innovations since its inception 50 years ago. Wright employs over 1,000 personnel and its stock is traded at NASDAQ under the symbol "WMGI."

THE CHALLENGE

The travails of medical sales...

In a competitive and service intensive sphere like medical equipment sales, companies need to have an extremely agile sales force. Quick responses are needed to follow and close geographically scattered sales leads, and to provide extensive equipment training and support on demand. Selling is highly personalized as sales persons need to educate medical professionals about the features and benefits of their products extensively.

Wright meets these rigorous demands through its expansive and flexible network of Independent Sales Representatives. "Our sales team is spread across several states and work primarily from their home or car", says Gerald Wonneberg, Director of Field Communications for Wright.

Managing distributed teams...

Communication is critical, because all instructions and support are remotely provided. Teams need to plan schedules, share reports and documents, exchange information on sales leads, and be motivated.

Getting marketing documents to reps is particularly important considering the sensitivity of the field of reconstructive joint devices and biologics. Extensive materials on specifications & instructions are required to convince doctors and provide support. Moreover, this is an ongoing need since new products are constantly added to the line.

But the fact that sales reps were distributed & always on the run posed major coordination problems for Wright. "WMT needed a way to support and maintain communication with its sales force," recounts Gerald. It was hard to track who was where, coordinate schedules, and efficiently provide instructions and support materials. "We needed a way to view reps' calendars and share documents," adds Gerald.

Infrastructure Blues...

The situation did not lend itself easily to software solutions. "Due to the regional diversity of each representative, there was no control over the ISP or computer hardware each representative had" Gerald says. Multiple platforms caused the problem of compatibility and synchronization across systems.

"We also did not have the internal infrastructure to manage the security required to manage such a remote audience," he continues. Therefore, propriety software was also not an option.

THE JOURNEY

The management's task was cut out. "WMT needed an affordable solution, easy to use and available anytime," remembers Gerald.

A solution was needed which would:

- Provide a rich communication environment

- Provide high security for sensitive company communications
- Be readily available and compatible with multiple systems
- Require minimal support and expertise
- And to top all – be affordable!

THE DISCOVERY

Evaluating options

“This led our search to the various products available through the use of web browsers”, Gerald says. It was decided that the solution needed to be browser based as this would allow sales reps to access the system anywhere irrespective of ISP or hardware.

Wright assessed and tested various products but they all fell short on some count or another. Some were too expensive, others lacking in features or too forbiddingly complicated, while others required just too much commitment and maintenance. “We were challenged to find such a solution,” recalls Gerald.

Enter HyperOffice...

A trial run of HyperOffice left people from Wright highly impressed. All they were looking for was right there – ease of use, flexibility, industry class security and the ability to share documents and calendars.

“HyperOffice gave us all the features we were looking for”, asserts Gerald. “The product had features such as a calendar, document storage, tasks that can be shared between members of a group.”

People at Wright excited about finding all their requirements met in one solution and well within budget. In addition, there were many other features that had a good fit with Wright’s workflow, even though not considered as an initial requirement.

For example, the ability to publish customized pages for different groups proved to be a big hit. “Each group’s homepage can be customized with an internal web page builder” shares Gerald.

Or the complete lack of need for technical support. “HyperOffice provided everything required for our project and it is completely hosted. No server or software was required to install or maintain.” Gerald summarizes.

THE SOLUTION

Speed of implementation

With HyperOffice’s extreme ease of use, Wright was able to implement the solution in double quick time. “WMT was able implement the solution across the company’s sales force, in just one week’s time of setup.” Gerald emphasizes.

Learning Curve

Training requirements on HyperOffice were next to non-existent. “Through the use of online help and one training session, WMT was able to build 50 customized homepages for 50 sales representatives,” states Gerald.

Implementation team of one

Wright discovered that HyperOffice’s simplicity allowed it to spearhead a company wide implementation with a team of just one. “The project lead was responsible for the creation of the users, groups, and training to the rest of

WMT,” says Gerald. “HyperOffice provided guidance in customizing the first group homepage and trained the project lead on replication of the homepage for the remaining 49 representatives,” he adds.

Custom virtual workspaces for team members

HyperOffice’s internal web page builder allowed Wright to publish tailor made pages for groups and sales reps. “HyperOffice offers us the ability to streamline and customize features for our sales representatives” says Gerald.

Each sales rep now has a virtual workspace with select tools according to needs – document sharing, contact management, calendars, or task management. Reps can simply log in and use a range of features to help with their role. For example they can store and view documents needed for their task, maintain virtual address books, manage schedules through the online calendar, set reminders, or communicate with fellow reps.

And for teams

In addition there are group home pages tailor made for different groups. Managers and members can log in and share personal calendars, maintain group calendars, store and collaborate on team documents, manage team tasks, maintain address books of team contacts etc. “That way each territory manager can get specific information to his team” Gerald asserts.

Communication on the run

Another benefit for Wright has been the ability to synchronize across their HyperOffice accounts, Outlook and handhelds. With HyperOffice’s syncing capabilities reps can choose to manage and share mails, calendars, contacts and tasks, through their Outlook, HyperOffice or handhelds. Information is automatically synced if any changes are made. This flexibility is of great help to mobile reps who have to work from different systems at different times – desktops, laptops or handhelds.

THE RESULTS

Improved communication in changing times

Wright is on an expansion spree at the moment and there is a flurry of activity and changes at the company. New products and offerings are being added to their lines all the time. “Wright has had a great year so far, we have acquired 3 more companies and with these additions, we have needed to train the WMT sales representatives on the new product offerings quicker,” relates Gerald.

HyperOffice has helped keep remote sales teams in the loop and up to speed in these changing times.

Enhanced team spirit

Team coordination has improved as a result of enhanced communications. The management is now more aware of issues facing distributed reps and can provide support accordingly. “Management is more in tune with the sales representatives,” asserts Gerald.

Responsiveness to markets

HyperOffice has helped Wright be more responsive to market changes and customer needs. Information bottlenecks are a thing of the past, and reps can get all the support they need from the head office, when it is needed. “We are able to provide support to the remote representatives faster,” Gerald emphasizes.

Happy customers!

As a result of enhanced information flow, the ultimate benefactors have been customers. “Communication is improved and we are better able to service our customer’s as a result. HyperOffice allowed everyone to be on the same page!” Gerald concludes.

