



Agencourt Bioscience Corporation
Beverly, MA
www.agencourt.com

Industry:

Life Sciences

Employees:

120

Oracle Products & Services:

Oracle CRM On Demand
Siebel Sales

“Agencourt’s sales team is very excited about Oracle CRM On Demand. They’re eager to use it, which was a primary concern for us. To be successful with our CRM initiative, we needed to have the buy-in of our primary users.” – Rosa Cintron, Project Manager, CRM On Demand, Agencourt Bioscience Corporation

Agencourt Bioscience Corporation Improves Efficiency of Sales Process and Extends Customer Visibility

Agencourt Bioscience Corporation, a wholly owned subsidiary of biomedical test producer Beckman Coulter, Inc., is a leading provider of nucleic acid purification products and genomic services for life science research. The company’s products and services are based on the patented Agencourt solid phase reversible immobilization (SPRI) paramagnetic-bead-based technology.

Challenges

- Implement a sales force management solution that meets requirements for Agencourt’s two distinct lines of business—products and services
- Enhance visibility of customer information as well as the entire sales process—eliminating information silos that resided with individual sales representatives
- Ensure end-user acceptance of the system
- Minimize in-house IT management requirements and costs

Solution

- Implemented Oracle CRM On Demand, a hosted solution that includes Siebel customer relationship management applications, to enhance sales force productivity and create a centralized repository of customer information
- Mapped business processes—for both sales and services lines of business—to Siebel workflows to reduce customization
- Gained sales force acceptance with a system that is easy to use and enables rapid data entry
- Enabled Agencourt to manage and track the entire sales process—from first contact through contract execution—in a single system, streamlining communication
- Enhanced Agencourt’s ability to make sales projections with extended visibility into the sales cycle
- Avoided a management burden on the company’s limited IT team and ensured timely maintenance and high availability at an affordable and predictable cost
- Built on the company’s longstanding relationship with Oracle to reduce complexity and streamline vendor management
- Expanded reporting and analytics capabilities and reduced the time required to manage each function