



Idaho Technology, Inc.
Salt Lake City, UT
www.idahotech.com

Industry:

Life Sciences & Pharmaceuticals

Employees:

200

Oracle Products & Services:

Siebel CRM On Demand

Implementor:

Oracle Consulting

“With Siebel CRM On Demand, we’re identifying opportunities more quickly, closing more business, and spending our sales and marketing dollars more wisely.” – Todd Ritter, Director of Sales and Marketing, Idaho Technology, Inc.

Idaho Technology, Inc. Drives Growth and Improves Operational Efficiency with Hosted CRM System

Idaho Technology, Inc. develops the fastest, highest-quality machines in the world for pathogen identification and DNA analysis. The privately owned company develops instruments, software, and chemistries for life science researchers and medical technicians. In addition, the U.S. Department of Defense and U.S. Department of Homeland Security use the company’s devices to detect and study disease-causing organisms.

Challenges

- Improve efficiency and effectiveness of the sales process
- Improve ability to capture, track, and utilize marketing information
- Utilize sales and marketing resources more effectively
- Increase return on technology investment (ROI)

Solution

- Rapidly deployed a flexible, easy-to-use, and feature-rich customer relationship management (CRM) system with Siebel CRM On Demand
- Gained the ability to extend ROI across a range of sales and marketing functions by leveraging the system’s extensive functionality
- Significantly improved marketing campaign effectiveness with integrated lead-management capabilities
- Enabled sales associates to identify opportunities more rapidly and manage leads more effectively, driving bottom-line growth of 74% across all business units within a one-year period
- Gained the ability to track opportunities from the lead source through transaction close for each sales person
- Gained the ability to evaluate the effectiveness of sales and marketing campaigns, enabling Idaho Technologies to optimize its investment in these areas
- Enhanced employee productivity and satisfaction