

Relavis eSales™ at work:  
**Medical Manufacturing**



**Business Profile**



Greiner is known for highly specialized laboratory products for medical use, biotechnology, research, and chemical analysis. They are a supplier of reliable high quality products for medical research and manufacturers of diagnostic materials. Greiner Bio-One employs over 500 people and has an annual turnover of 130,000,000 Euros.

**Industry**

Manufacturing, Healthcare

**Geographies**

Europe, Japan, USA

**Business Application**

CRM/eBusiness

**The Challenge**

Greiner Bio-One is one of the largest manufacturers of laboratory disposables and supplies these products to customers around the world. With its extensive customer base, and paper based record work methodology, the company was having trouble keeping track of all of its customers and prospects.

This paper based process was not giving the sales reps up to date information on their customers, and it was causing the sales process to take over two weeks to get completed. In addition, there were no reliable means for corporate information sharing: sales reps kept file cards on their customers, which inhibited managers and the rest of the company to access, analyze and share vital corporate information. The sales reps did not have access to cross-organizational information about their customers, such as the status of customer information, visit reports, contact information, and complaint reports.

Amidst all of this, Greiner Bio-One was also looking to expand globally, and therefore knew that they needed a solution that could offer flexibility to incorporate regional differences, such as multiple languages and currencies as well as opening the door to customer information and internal collaboration between sales and customers. Realizing that this lack of shared knowledge was inhibiting the sales process and decreasing customer attention/satisfaction, Greiner decided to initialize a CRM investigation.

**The Solution**

Greiner Bio-One chose Relavis eSales Solution because it:

- Offers multiple languages with global currency conversion capabilities
- Allows for easy replication, giving all employees up to date customer and prospect information at the touch of a button
- Offers shared corporate knowledge and high powered collaborative workflow processes facilitating cross/up selling
- Allows for sales reps to easily manage prospects, customers, pipelines/forecast and overall client related activity making Greiner's extensive customer base easier to manage

**The Results**

By implementing the Relavis solution, Greiner Bio-One has been able to achieve significant results:

- Sales process decreased from two weeks to approximately two days
- Drastically improved communication with customers and internal employees
- Increased direct customer relationships and customer satisfaction
- Efficiency increased through collaboration and workflow improvement

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***“Greiner is a very satisfied Relavis customer. We have seen so many improvements after the implementation of Relavis’ eSales solution. One of our most important changes is a remarkable increase in our sales process. Before eSales it would take two weeks to complete a sale and now after eSales it takes merely two days for our sales reps to complete a sale.”***

***Ulrich Brenner, CIO, Greiner Bio-One***

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## **About Relavis Corporation**

Relavis Corporation is a leading provider of customer relationship management (CRM) solutions that drive revenue, increase profitability, and deliver customer satisfaction. With 20 years of experience in the technology industry, Relavis understands the importance of quality customer care and retention, as well as time to value in an efficient sales cycle.

Our award winning eSales, eMarketing, and eService applications leverage IBM’s open architecture and integrates with legacy systems to enable effective communication between customers, employees, prospects, and partners.

As an IBM Strategic Alliance Partner, Relavis has been honored with 11 IBM/Lotus Beacon awards. Among the most notable, the 2004 Lotusphere Best in Show and the 2004 Lotus Advisor’s Choice Award for Business Solutions.

Since 1985, Relavis has earned the trust of more than 600 customers worldwide including Michelin, DuPont, International Paper, Maytag, FMC and Roto-Rooter.

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