Medical Device Manufacturer chose mBaaS (Mobile backend-as-a-service) Solution for mobile apps to empower sales reps

The client is an Atlanta-based medical technology company focusing on the manufacturing and commercialization of platform technologies. Established in 2008 as a manufacturer, the organization has now expanded into equipment distribution with a broad and innovative product portfolio, serving over 2,500 customers in the US, with distribution partners across 25 countries.

Product Engineering
Enterprise IT Services
Technology Infrastructure

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DEPTH MAKES A DIFFERENCE

The client's needs

The client deploys expensive demo equipment to sales reps in the US, who then share it with other reps in different territories. Given the back-and-forth between the reps and the office administrators to generate shipping labels, send and receive the equipment, have it inspected, and then reassigned to other sales reps, keeping track of the equipment's location had become a major pain point. With an equipment value of over US$50,000 per rep, the company cannot afford to lose track of any of the equipment. Their existing system involved tracing equipment location through emails and PDF forms, which was extremely prone to errors. Thus, they required a simple yet efficient tracking solution that would eliminate errors and increase the productivity of the sales reps as well as admins.

Challenges

- Keep track of the demo equipment's location at any point in the rep-admin-rep exchange process

- Move to a more efficient digital tracking system and drastically reduce errors while increasing visibility of the inventory

- Ensure that the solution integrates with ERP systems to fetch data and update the equipment's location and availability details in real time

An efficient equipment-tracking solution to reduce errors and increase productivity.

The solution we delivered

After analyzing the client's problems, the requirements were clear – they needed a platform on which a user-friendly app can be built that sales reps could use to check and update the equipment's status, place equipment requests, track issues and repairs, generate shipping labels in real time, and have all this information updated automatically in the ERP system without the need for manual intervention.

The platform would enable the app to seamlessly connect with all ERP and CRM activities, as well as NetSuite. Further, the platform should also be able to offer a secure, cloud-based solution.

Sonata's Halosys platform was a perfect fit, meeting all of the client's requirements and more.

The Halosys solution

- Halosys is the only platform of its kind that is BFN (Built For NetSuite)-certified

- It allowed the client to rapidly build, integrate, secure, manage, deploy, and analyze custom mobile and web apps

- These apps could be integrated with NetSuite as well as other business systems, including ERP and CRM platforms

Deployed our BFN-certified Halosys platform, which met all of the client's requirements.

Halosys enabled the creation of secure apps that led to efficient tracking of equipment and increased productivity of sales reps.

Project Approach
Well-defined Milestones

Roll-out in four phases
- Internal test users
- Two sales reps
- One sales region
- All sales regions

End-to-end testing

Completing the development

Requirements definition using simple mock-up tool

Functional Wireframe created from mock-ups

Clearly defined roles between Halosys and Company

Make sections available for testing ('sprints') (Agile Builds)

Here's what the client had to say

"HaloMem is an excellent platform to expose NetSuite data elements in a mobile app. Not only is the organization well-versed in NetSuite's API layer, but it's also very talented when it comes to UI and app design. A must see for companies considering using NetSuite in a custom-built app."

– Bjarke Ormstrup, VP – IT

The benefits they received

The app helped sales reps provide and receive information about the equipment's status on-the-go and update the ERP system in real time. Its user-friendly interface ensured that reps could easily adapt to it, which significantly increased adherence to equipment tracking policies and enabled high accuracy in the demo equipment's inventory count. This in turn helped enhance the productivity of the sales reps, adding value to the entire process and significantly reducing errors.

Further, the integration of Halosys with NetSuite helped the client roll out apps faster and focus on the complete back-end system for mobility. It also helped address some crucial mobility challenges such as:

- **Security:** By providing secure connectivity between the device and enterprise apps

- **Privacy compliance:** By delivering cloud app data to mobile devices using Halosys, which ensured visibility and compliance with all regulations

- **Strong connectivity:** By employing protocol-aware connectors that enable quick connectivity to the enterprise's system

Enterprise Mobility Partner for mobile-led Digital Transformation

With capabilities to deliver complete Mobile solutions, right from strategy, consulting, a robust Enterprise Mobile platform, engineering services and pre-built solutions for a faster time-to-market, we ensure that Sonata's clients find an integrated partner in their mobile journey. With a laser focus commitment to be the Mobile partner, we continue to win the trust and business of Fortune companies.

halosys
A Sonata Software Company

Unified Enterprise Mobility Platform

Halosys Mobile Enablement Platform allows your enterprise to build, deploy, secure and manage mobile apps by seamlessly extending enterprise systems and users to mobile devices. It simplifies, accelerates and ensures a reliable way to execute your mobility programs at scale.

Enterprise Mobile Backend Services
Seamless Connectivity
Mobile First Objects

Mobile App Management
Layered Security
Politics Remote
Wipes App Store

Mobile-First API & SDK
iOS & Android
Javascript (Phonegap & Titanium)

Toolset & App Builder
Zero Code App Builder
Performance Mgmt
Analytics Test Centre
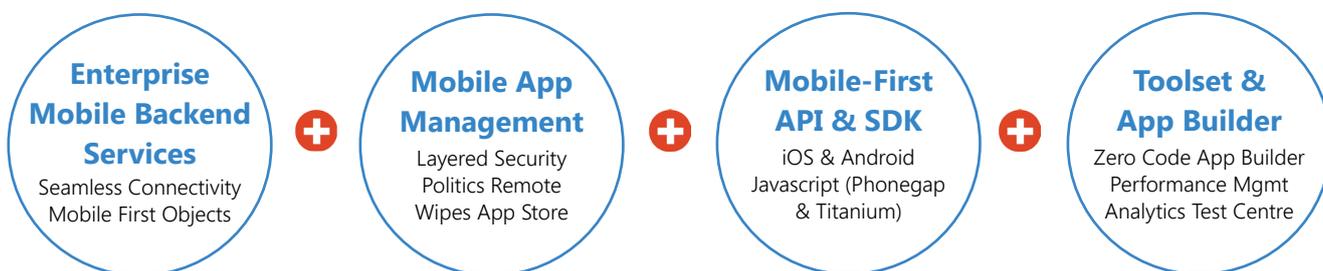
UNIFIED MOBILE ENABLEMENT PLATFORM

ABOUT SONATA SOFTWARE

Sonata Software is a global IT services rm focused on catalyzing transformational IT initiatives of its clients through deep domain knowledge, technology expertise and customer commitment. The company delivers innovative new solutions for Travel, Retail and Consumer Goods industries by integrating technologies such as Omni-Channel Commerce, Mobility, Analytics, Cloud and ERP, to drive enhanced customer engagement, operations eciency and return on IT investments. A trusted longterm service provider to Fortune 500 companies across both the software product development and enterprise business segments, Sonata seeks to add dierentiated value to leadership who want to make an impact on their businesses, with IT.

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