



APTTUS

SUCCESS WITH AESYNT

Aesynt uses Apttus CPQ (Configure Price Quote) solutions to efficiently and more effectively manage customer relationships across their entire business.

Customer Overview

Aesynt offers integrated pharmacy automation solutions that help hospitals and health systems support improved patient outcomes, build stronger businesses, and manage ongoing change. A customer-focused, innovative organization, they provide hospitals and health systems across the U.S. and Canada with high-quality, cost effective and efficient solutions that safely deliver the right medication closest to the patient.

Aesynt, formerly McKesson Automation, has been a leader in pharmacy automation for more than 25 years. Aesynt is the first company to offer a robotic, barcode based solution for medication dispensing and today boasts an integrated, flexible portfolio of solutions to help hospitals and health systems automate medication management. Aesynt has over 850 employees that are dedicated to helping their 1,200+ hospital and health system customers achieve better medication management through pharmacy automation.

The Business Challenge

Aesynt had developed a homegrown sales tool to manage deals. As the business grew, it became difficult for their sales tool to manage complex product forecasts, which led to unpredictability. The company faced technology limitations within their sales process and across their company. Visibility, control, and collaboration all became concerns within their sales and legal processes.

As a result they were constantly tasked with tedious offline rework on a majority of their deals. These manual steps were wasting both valuable time and resources. They realized that their homegrown solution wasn't robust enough to handle their growing workload and product catalog. It was incapable of automating product configurations and pricing, multiple quote conversions, product-specific forecasts and deal reviews. In addition to these issues, their sales representatives were burdened with mobile support, constant deal modifications, manual steps, bottlenecks, and a lengthy approval process.

"Our field sales team now spends more time engaged with our customer. The amount of time they have to be in front of a customer actually negotiating deals and solving customer problems has increased based on the Apttus tools they now have access to."

Mary Beth Gargani,
Director of Sales
Effectiveness, Aesynt





Solution

Recognizing that their current solution was not scalable to their rapid growth and was undermining their deal success, Aesynt looked to AppExchange for a packaged solution and selected Apttus CPQ. Apttus, built on The Salesforce Platform, allowed them to maintain a familiar user interface, and quickly integrate into their existing systems. It also eliminated the need for multiple quote versions, offered greater visibility into forecast details and could handle complex product configurations. Use of Apttus CPQ resulted in shortened sales cycle times, enhanced control, and a fully automated and streamlined process. Apttus had the robust capability and flexibility to accommodate Aesynt's business needs.

Key features:

- Built on The Salesforce Platform for a consistent user experience
- Configure any product or service, including bundles, constraints and options
- Analyze quoting cycle time, acceptance rates, product line revenue and more
- Adjust price based on discounts, markups, and price overrides

Benefits

Immediately following implementation, Aesynt saw an increase in effectiveness and efficiency. They also gained greater levels of collaboration and visibility into deals which helped eliminate bottlenecks and shorten deal times. The entire revenue team was no longer bogged down with manual steps and could focus on high impact tasks. Their investment in Apttus CPQ improved responsiveness, ensured accuracy, and reduced compliance risk.

Key Benefits:

- More than tripled average deal size
- Improvement for deal review in financial operations through automation resulting in a reduction of man hours
- Increased sales productivity by 5%
- Rapid user adoption due to a familiar and easy to access interface for tasks & approvals automation
- Full visibility into the time spent on each element of the quoting process

The team achieved an implementation "go live" 30 days ahead of schedule and under budget, ultimately increasing sales effectiveness and more than tripling average deal size.