



TethrOn Delivers Offline Mobility to Thermo Fisher Scientific's Field Sales Team

Native iPad SFA and Quoting Application Improves Performance

Headquarters: Waltham, MA

Industry: Life Sciences

Success Highlights

- Improved sales effectiveness
- Reduced cycle times
- Better system performance
- Accelerated time to market with reduced project risk

Solution Applications

- Oracle® Siebel® 8.1 CRM
- JD Edwards ERP
- Oracle® Fusion Middleware
- MobileIron® MDM

Mobile Devices

- Apple™ iPad™

Channel Deployed

- Sales

Thermo Fisher Scientific Inc. is the world leader in serving science, with revenues of \$17 billion and approximately 50,000 employees in 50 countries. Our mission is to enable our customers to make the world healthier, cleaner and safer. We help our customers accelerate life sciences research, solve complex analytical challenges, improve patient diagnostics and increase laboratory productivity. Through our premier brands – Thermo Scientific, Applied Biosystems, Invitrogen, Fisher Scientific and Unity Lab Services – we offer an unmatched combination of innovative technologies, purchasing convenience and comprehensive support.

The Challenge

Thermo Fisher Scientific had outgrown the capabilities of its previous mobile system. The company's representatives meet customers in the field and require mobile access to work anywhere, anytime - even in remote locations where network access is unavailable.

As business needs changed, Thermo Fisher Scientific developed a detailed list of requirements for their new solution, including:

- Standardization on a single global platform for a variety of mobile applications.
- Support for "offline" and "online" applications.
- Native Apple iPad application.
- Ability to scale with the company's growth.
- Support future technology.
- Quick time to market.

After a platform and custom solution evaluation process, TethrOn's solution met the requirements.

"We looked at a competitive market for SFE mobility solutions. TethrOn had the right set of capabilities for our needs, the right amount of flexibility in implementation and was able to deliver a platform that we can scale with."

Josh Clarke, Director IT – CRM & Marketing Systems
Life Sciences Solutions Group
Thermo Fisher Scientific

TethrOn Delivers Mobile Functionality

- Using TethrOn, the company was able to add quotes, assets, samples/demos, and analytics to their CRM Mobility solution. Shortly after launching their SFA and quoting app, the company deployed a native Android ordering application for Korea (localized in both Korean and English).

Objectives Met

- Capability to quote at the point of sale and support quoting processes.
- Ability to attach customers to their install base.
- Reduced quote to order timeline.
- A flexible user interface that adapts to user work styles and preferences.
- Reduced time spent on non-selling activities.
- Ability to approve quotes, view opportunity funnel, and manage forecasting.
- Capability to handle territory realignment including ownership and reassignment of accounts and assets.

Technical Capabilities

- A fully functional, native iPad application for sales that supports offline SFA and quoting in the field.
- Development of applications that work online and offline with bi-directional data synchronization with the back-end system.
- Support for very large data sets on the mobile device. TethrOn manages 100,000+ client records.
- Pull and push notifications.
- Overall system stability.
- Comprehensive centralized management of users, devices, and their authorization and/or de-authorization.
- Integration with the existing enterprise architecture. Sales force automation (SFA), single sign-on (SSO), mobile device management (MDM), virtual private network (VPN), and other systems.

The Result

A native mobile offline SFA and quoting application that delivers significant business benefits.

Increased sales effectiveness and reduced cycle times

- Enables quoting at the point of sale—saving representatives time using the iPad app—and reduced the amount of time spent on non-selling activities.
- Improved sales processes; approval, pipeline and forecasting.
- Shortened quote to order timeline.
- Delivered new and enhanced features; single sign-on, push and pull notifications, drill down, search, mapping, and more.
- Intuitively guides users through sales processes.

Improvement in system performance

- The native mobile application on an iPad runs faster.
- Synchronization is highly efficient—processes one million records in less than two minutes. A rate of over 8,300 records per second.
- Synchronization is transparent to users. Eliminates the need to stop working to sync records.
- Long running operations are performed in the background eliminating user wait times.
- TethrOn's proven integration patterns streamline SFA and quote processes to improve overall system performance.

Acceleration in time to market with reduced project risk

- Advanced knowledge of legacy data models saved unnecessary development rework and considerably reduced project risk.

“The cornerstone to sales force effectiveness is the ability for sales to manage all customer interactions while working in a remote setting.

We use iPads coupled with mobile software developed in partnership with TethrOn to maximize our global customer relationships. Real-time quotes, opportunity and lead management are all managed on-site with customers — no matter where they are.”

Tom Schutz, Senior Director IT – Commercial
Life Sciences Solutions Group
Thermo Fisher Scientific



Empower Your Sales and Services Team with Limitless Mobile CRM

TethrOn enables enterprises to quickly develop and deploy limitless mobile applications for their field sales and services staff with products and services that make it easy to mobilize, increase sales productivity, improve system performance and reduce costs.