

# Integrated Customer Data Drives Efficiency & New Revenue Opportunity



Solta Medical, Inc. (Nasdaq: SLTM) develops innovative aesthetic energy devices to address aging skin. The company is a collaboration of the industry's two leading brands: Thermage and Fraxel, enabling physicians to offer more compelling solutions to the rapidly growing anti-aging market.

## The road to success is delivering...

- Improved revenue streams- Sales teams now have access to all customer cases, warranties and customer history, enabling them to identify sales and cross sell opportunities.
- Increase in renewal visibility and opportunity generation. Service contracts are now visible and renewal times are clear.
- Eliminated manual integration into ERP system for close to 1000 monthly transactions.
- Eliminate warranty leakage - Warranty tracking of components enables part-level entitlement verification before a technician travels to a customer site.
- Automation of processes - Integration of depot repair functionality automatically creates work orders as needed.
- Collection and centralization of customer and product data enables analysis on profitability of contracts.

## Challenge

Solta needed a scalable platform to support near-term product and customer growth and a recent merger. To meet the new business requirements, Solta sought to replace custom, legacy systems including Saleslogix and Microsoft Access with a single, integrated CRM and field service solution. In particular, the company needed to improve upon a manual, custom integration with an ERP system to improve their RMA processes. The company also saw that web access to a complete customer and product history could significantly improve their efficiency and revenue generating programs.

## Solution

Solta was introduced to ServiceMax and saw a solution that fit their functional needs and was easy to integrate into their ERP system. Further ServiceMax supported the enhanced warranty, contract and configuration functionality the company desired.

With ServiceMax, Solta could automate the tracking of products at customer locations and keep multiple-level configuration information current including serialized assemblies, components, software and firmware versions. Additionally, contracts, entitlements and SLAs could be tracked and visible to all employees. This was crucial to support their worldwide satellite offices.

The company saw that automation of field service processes would drive efficiency, and that ServiceMax was best positioned to deliver this and other key functionality.



**ServiceMax has greatly increased the visibility we have of our customers and their products. Now support, marketing and sales can leverage customer history and product data to work more efficiently and drive revenue opportunities. On top of that, ServiceMax professional services and support have been an absolute pleasure to work with!"**

**Nick Wondka**, Managing Director, Global Product Support and Service, Solta Medical

### >> Customer Quick Facts

**INDUSTRY:**  
Medical Solution

**SIZE:**  
201-500 employees

**HEADQUARTERS:**  
Bothell, WA

**WEBSITE:**  
[www.solta.com](http://www.solta.com)

## Results

Today, Solta Medical has made significant steps forward. They have moved off two legacy systems and consolidated customer and product information to create a 360° view of their customers. This has markedly improved the company's visibility, process and communication across the company.

Solta's unified view of installed products is valuable beyond the field service efficiency gains. For example, the marketing team now has easy access to see which customer has certain products installed so they can drive customized marketing programs.

Integration with the ERP system is also a key success factor. Data from the ERP system is now updated daily into ServiceMax through an integration driven by Cast Iron. Now sales representatives can get real-time updates on customer status as they prepare for customer calls. This information allows sales to identify when warranties are up to drive new sales conversations and prepares them for any product issue that may arise.



## Solution

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