



# Increase Revenue And Enterprise Performance With Birst

A C A S E S T U D Y



**VITAL**  
A Toshiba Medical Systems Group Company

## Summary



### OPPORTUNITY

- Sales analytics
- Opportunity-to-cash visibility
- Enterprise-wide performance metrics



### WHY BIRST

- Complete cloud BI stack
  - Low TCO
  - Scalability



### DATA SOURCES

- Sales Analytics: Salesforce, Netsuite, SQL database, Excel
- Enterprise-wide: Multiple ERP and application data sources



## Background

Vital, a Toshiba Medical Systems Company, is a leading provider of medical imaging and visualization software for clinicians. Given the complexity of its product line, from front-line healthcare solutions – anatomy visualization, radiology images – to back-end monitoring tools and machine-to-machine connectivity, the sales pipeline and forecast are complex.

## Opportunity: Sales Analytics

Vital tracks sales opportunities in Salesforce and manages orders using NetSuite. These applications don't speak to each other, so the organization lacked the ability to compare forecasted, actual, and targeted performance. "We clearly needed a BI solution that could easily combine and analyze data maintained in different applications, creating a single, comprehensive source of the truth," said Ben Slater, Sr. Manager of Enterprise Applications. Additionally, "we wanted to avoid anything that would require a massive investment of time and resources, and we needed a solution that would easily scale to meet our future needs."

After evaluating options from providers such as IBM, Microsoft, QlikView, and SAP, Vital selected Birst, the only solution to deliver a complete cloud BI stack with data refinement, analytic data store, and advanced data visualization in one platform. Because Birst does not require additional IT resources, Vital's IT team can scale and support growth without financial risk. In fact, Vital was able to deploy Birst as its enterprise data warehouse and BI stack in eight weeks without a BI developer.

Through tight integration with Salesforce and NetSuite, including pre-built solution accelerators and single sign-on (SSO), Birst combines and analyzes data to provide an end-to-end view of opportunity-to-cash. By employing conformed dimensions, Birst can accomplish the difficult task of matching customer records across multiple data sources, including a SQL Server custom database and spreadsheets.

# CASE STUDY

## Benefits

### Sales Performance

Vital can now compare sales forecasts with actual performance and budgeted goals, as well as view weekly “snapshots” of its sales pipeline to measure velocity. This information, combined with insight into the customer lifecycle, enables Vital to predict the duration from opportunity to cash. Additionally, with the full view of the customer lifecycle that Birst provides – profiles, purchases, usage – sales representatives are able to recommend products and services for more up-sell and cross-sell to drive increased revenue.

### Time To Value

Vital is also using Birst to formulate and present its quarterly summit presentations to its domestic and international sales organizations. “By reducing time spent on BI administration tasks, we’ve increased employee productivity, shortened time to analytic insight... and increased revenue due to better targeting of our sales and product marketing activities,” said Slater.

### Total Cost of Ownership

Vital estimates that Birst has cut annual, BI-related employee productivity costs by more than half. With its Automated Data Refinement (ADR) and Adaptive User Experience, Birst has dramatically reduced the time employees spend collecting and combining data, creating ad hoc reports, distributing information, enabling data-intensive collaboration, and performing financial planning and forecasting.

## Primary Outcomes



Increased revenue



Enterprise-wide visibility of key metrics



Reduced TCO of BI by 50%



## Enterprise-wide Performance Metrics

Following the success of the Birst Sales Analytics deployment, Vital looked enterprise-wide for opportunities. In pursuit of continuous improvement, Vital established corporate imperatives across Finance, Product Development, domestic and international Sales, Customer Satisfaction, and Channel diversification. To manage progress, baseline data had to be collected and target improvements set. However, more than 75 percent of these imperatives are measured by data housed in multiple, disconnected business systems. Reports were being compiled using in-application reporting tools or pulled manually from the organization's ERP system. Data was extremely difficult to combine and analyze, and metrics were inconsistent, so leadership was unable to agree upon and measure progress toward meeting Vital's imperatives.

Using Birst Networked BI and Automated Data Refinement, Vital is able to combine and analyze information to create a centralized view of business functions across the enterprise – while providing agility to individual departments. Vital can now quickly access performance metrics critical to the pursuit of corporate imperatives.



## Key Benefits of Birst



Comprehensive view of entire customer lifecycle and opportunity to cash



50%+ reduction in BI-related employee costs



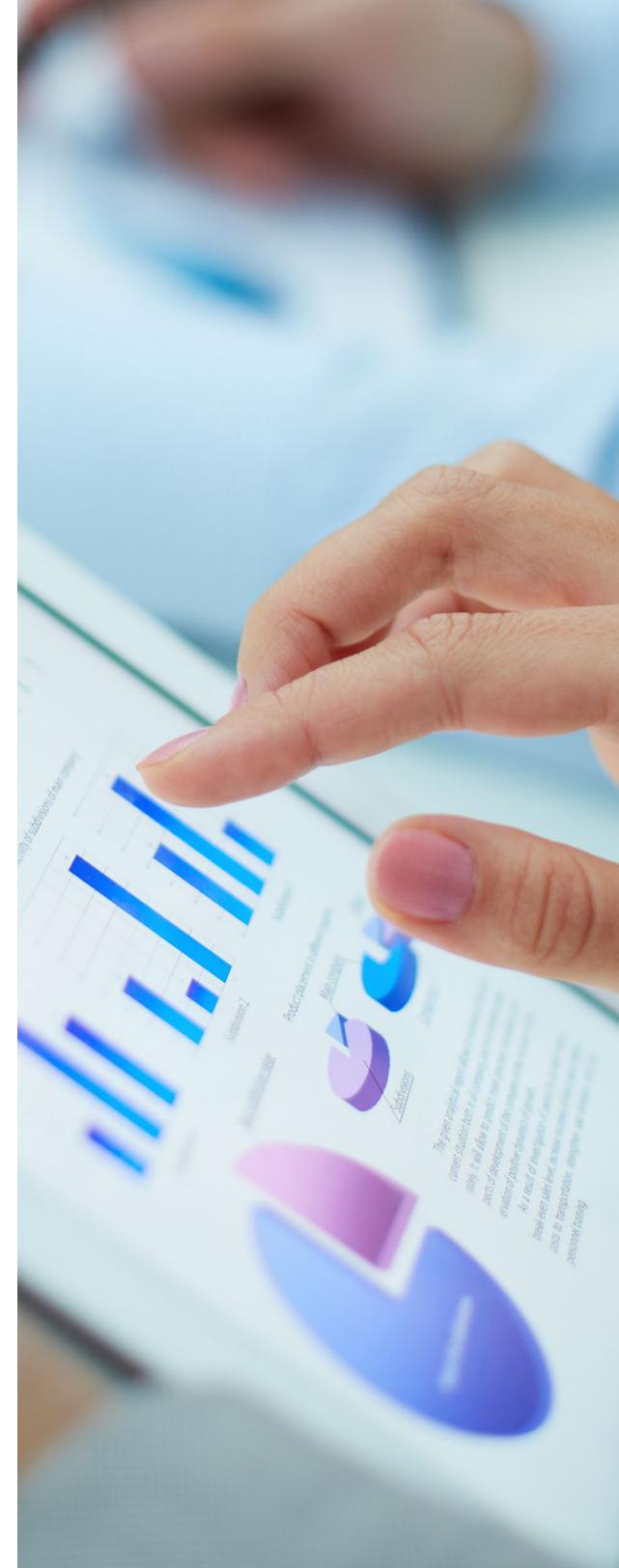
Increased revenue due to better targeting and recommendations



Accurate measures of progress toward corporate imperatives

*“By providing fast, easy access to the information we need to successfully pursue our corporate imperatives, Birst is helping us to further reduce costs, increase revenue, and meet other business goals that will drive our continued success in the years to come.”*

– Ben Slater, Sr. Manager of Enterprise Applications, Vital, a Toshiba Medical Systems Group Company





## About Birst

Birst is the global leader in Cloud Business Intelligence (BI) and Analytics for the Enterprise. Birst's Networked BI platform redefines the way BI is delivered and consumed, eliminating analytical silos to dramatically improve the speed, alignment and economics of BI. Built on top of Birst's next-generation, multi-tenant cloud architecture, Networked BI enables centralized and decentralized BI applications to be transparently connected via a shared analytical data fabric, delivering local execution with global governance. [www.birst.com](http://www.birst.com)