

Large Diagnostics Company for Animal Health

The Company sells diagnostic and medical equipment to veterinary offices and labs, as well as information management and EMR software. It also offers diagnostic kits for pet owners online with next-day delivery. The business model includes multiple sales models and both physical inventory and software.

Business Opportunity

Given the diversity of product lines and sales models, integrated billing and financial reporting is a challenge. The Company struggled to measure customer value and product profitability across three different business units. Objectives were to:

- Deliver a simplified billing process so that each clinic, lab, or veterinary facility receives one bill
- Gain roll-up of revenue metrics as well as drill down across disparate sales channels
- Understand lifetime value by customer

Technical Challenges

- Data from multiple channels means a customer might reside be in multiple different systems
- Finance users need high-level dashboards, as well as access to the data source and model to drill down

Results / Outcomes

- End customer receives one bill rather than a bill from each division
- Customer count and value easily calculated no matter how many locations the customer is attached to when purchasing

Why Birst?

- Automatic aggregation of data into one model with a consistent view of metrics
- Easy-to-add new data sources to data model as business scales



CHALLENGE -

Gaining one centralized view of customer for billing purposes and other Finance metrics

RESULT -

1
BILL TO THE
CUSTOMER