

Innovative Life Sciences Leader Leverages vablet to Support Sales with Training and Content



Background

[Applied Medical](#) develops innovative products that drive better patient outcomes, specifically in the area of minimally invasive surgery. The company has a mission to improve the affordability of and access to high-quality care. Its technology plays a key role in cardiac, vascular, urologic, colorectal, bariatric, obstetric, and gynecologic surgeries. The company launched in 1987 and currently employs more than 4,000 people in 75 countries.

The company's model includes a significant investment in research and development, which equals 20 percent of its revenue each year. Its current portfolio of solutions consists of 700 medical devices, with a pipeline of more breakthrough technologies in the works.

THE PROBLEM

A complex buying process and products required a more robust content solution.

In the life sciences industry, sales and marketing are unique for several reasons. First, the buying cycle is longer because there are often many decision makers, and procurement can include lots of red tape. Second, content used by sales and marketing must be accurate and follow regulatory guidelines. Third, salespeople need lots of assets to support their education on the products, which must be kept current and accessible.

Applied Technologies' extensive portfolio and dedication to innovative new products compounded these challenges. Susan Su has been with the company for more than eight years and shared her story about leveraging sales enablement software to support the organization's reps in multiple ways.

"It was difficult to provide sales with the right content as well as manage and control it," Su said.

Su's initial system to manage it was via a learning management system, which pushed out training materials, but it didn't have the capacity to create a better presentation experience for the salespeople.

"If you can't provide the content to end users for easy access, you have to use something like Dropbox or SharePoint, but those are clunky and not presentation tools," Su added.

THE SOLUTION

vablet solved multiple problems for sales.

The company already had vablet when Su started with the company. Her marketing colleagues used it to streamline sales workflows and deliver consistent, relevant content to the sales team.

Su soon learned she could leverage the system to manage the internal training necessary on the products and industry. Su appreciated the document management capabilities within the platform. It ensures organization so that sales reps don't have to spend time searching for content. Additionally, she has complete control of the library, and updating any content only involves making the change in one place.

With a central solution for all sales and marketing content, along with internal training, process consolidation, and more, vablet simplifies so many things for the company. It also gives companies a platform to track analytics on content usage and leverage rich media content for more dynamic presentations.



THE RESULTS

Company adapted to new sales ecosystems, leveraging technology in multiple ways.

Using vablet across the enterprise has been critical for Su and others at Applied Medical. The company has found new applications as well. In 2020, it rolled out the vablet web portal to sales for virtual conference calls. All the presentation content or product information was in one place, personalized for that specific customer. Sales reps could easily display high-quality content to tell a story to their audience.

“They simply open in their browser and can use it with Zoom. We’ve had a lot of great feedback on this. We really enjoy the web version and what it offers,” Su said.



The overall results of having vablet as part of its tech stack have been very positive, and the company has a lot of flexibility.

Su noted that the admin of the system has many options and that as long as the admin is confident in configurations, the product works great.

On working with vablet, Su said, “They are very responsive and great to work with, returning calls or answering questions within hours. No other vendor is like that.”

There was a recent incident that Su also described that could have been devastating for the company. “There was a huge mistake, and the vablet team was able to restore files we thought we lost. It shows they really value customer service, and they’re there for us. It’s more of a partnership, and we appreciate the monthly check-ins asking if we need anything.”

THE FUTURE

vablet makes upkeep, management, and control easy.

Applied Medical relies on vablet software for so many functions of the marketing and sales process. It allows the company to manage content, ensure it’s accessible, and improve presentations. It also helped refine workflows and house a comprehensive library of training materials.

Ready to leverage technology
in multiple ways?

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