



**Medtronic**

Medtronic, Inc.  
Minneapolis, MN  
www.medtronic.com

**Industry:**

Life Sciences & Pharmaceuticals

**Annual Revenue:**

\$11.3 billion

**Employees:**

36,000

**Oracle Products & Services:**

Oracle Business Intelligence  
Enterprise Edition

**Oracle Partner:**

BI Consulting Group  
www.biconsultinggroup.com

**“Oracle Business Intelligence Enterprise Edition allows us to optimize our sales performance by providing transparency to integrated customer information updated daily.”** – Chad Kirchner, Analytics and Content Management, Medtronic, Inc.

**Medtronic Enhances Sales Force Intelligence to Maintain Competitive Advantage**

Medtronic, Inc. is a global leader in medical technology providing lifelong solutions for people with chronic disease. The company offers products, therapies, and services that enhance or extend the lives of millions of people. Each year, five million patients benefit from Medtronic’s technology, used to treat conditions such as diabetes, heart disease, neurological disorders, and vascular illnesses.

**Challenges**

- Maintain a competitive advantage—physician/customer loyalty—as the company grows
- Optimize sales force performance and customer service by providing the sales team with accurate customer data
- Provide reporting functionality not present in the company’s current Business Objects system
- Provide transparency to integrated data from disparate source systems

**Solution**

- Worked with BI Consulting Group to implement Oracle Business Intelligence Enterprise Edition, creating a business analytics system which measures and monitors key sales metrics
- Provided the sales team with an accurate, 360 degree view of customer information
- Delivered timely reports and analysis to company executives
- Improved insight into key data such as devices sold per region, physician loyalty, pending purchase orders, etc
- Created a “Command and Control” dashboard, available to a variety of departments, that decreased the reporting production and distribution overhead
- Enabled tracking of new products sold versus old, allowing management to correct an existing problem where sales teams were more focused on selling older, more familiar products than newer, less familiar products
- Achieved high adoption rate of 65% of users employing the tool at least once per month
- Realized over 45,000 productivity hours saved annually among the company’s user group
- Deployed the first solution after only three months