



Based in Tampa, Florida, EMSI is a medical device company specializing in home electrical stimulation units and accessories for management of pain and physical rehabilitation. The company's products are distributed through clinics throughout the United States.

TIBCO Spotfire® visual analytics solution has transformed EMSI's operations with its ability to import data from multiple data sources into a multi-tab dashboard, making it vastly easier to filter data and perform analyses for billing, sales, inventory management and collections.



"Previous to using Spotfire, our software was driving us. Now we're driving the software. Spotfire has dramatically changed the way the company operates and has put us in a much better position to handle the next phase of our growth."

Ron Spina, Special Projects Administrator EMSI

EMSI Successfully Navigates Company Growth with SyncSite BI/CRM Solutions Featuring TIBCO Spotfire Analytics

EMSI's product line includes a range of electrotherapy medical devices, as well as a supply of recurring parts such as electrodes, patches and garments that are used by people with soft tissue injuries. EMSI's products are typically sold through clinics, including chiropractors, physicians and physical therapists.

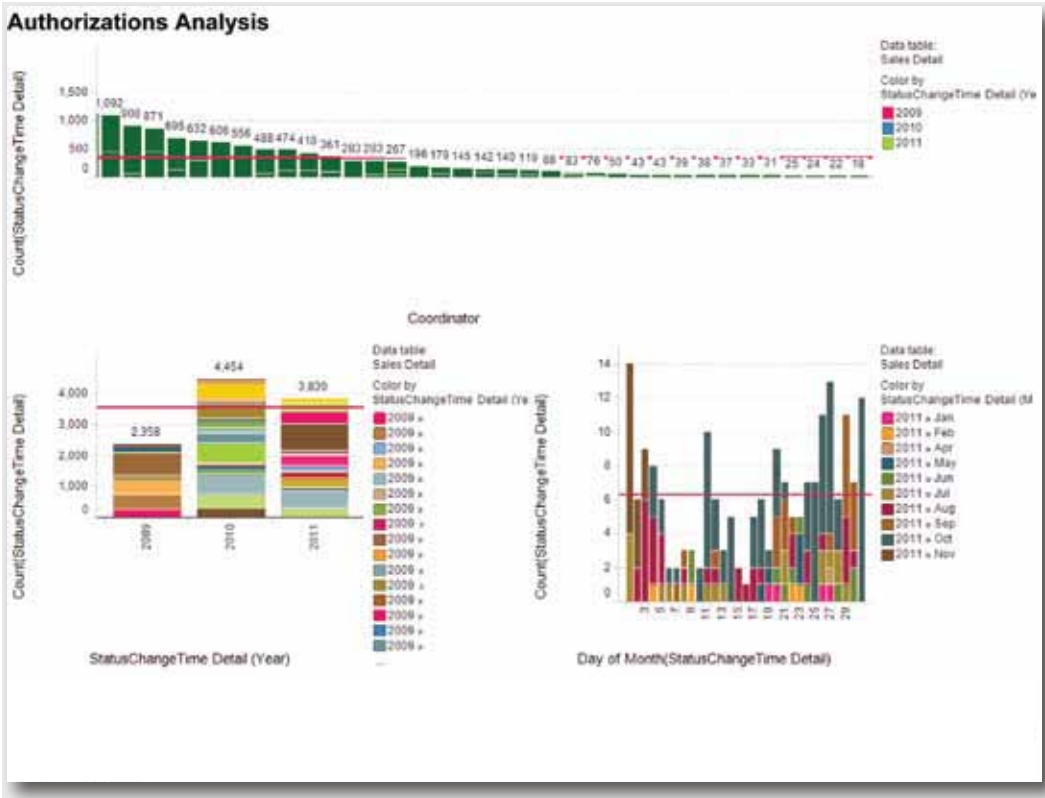
CHALLENGE

EMSI has experienced steady growth in the past few years. As the company's business has increased, so has the challenge of monitoring performance across the enterprise to efficiently manage its growing operations.

EMSI analytical tasks include:

Sales – Sales are tracked by carrier, product, month and region. Compiling this analysis took 3 days after the month ended, making it difficult to assess the performance of a given sales rep, the activity in a specific territory or the sales generated by a particular doctor, on a timely basis. By the time the information was available it was too late to take action.

Billing – The process of interacting with insurance companies factors prominently in EMSI's sales throughout the United States. With that comes a complex set of documentation requirements that differ in each state and change frequently. EMSI's existing spreadsheet analysis process made it difficult to see the status of authorizations and billing. Viewing this information by doctor, sales rep or region was almost impossible because it involved sorting through a maze of spreadsheets. It was also a tremendous drain on resources because 3 or 4 people were needed to analyze the information.



EMSI's billing department has become much more productive using Spotfire's streamlined dashboard to track the status of insurance company authorizations and required documents.

Collections – EMSI personnel are given spiffs (bonuses) based on their collections and competitions are held to see which group and person within a group are collecting the most receivables. The raw data was put into a huge spreadsheet and extremely error-prone. It took 4 people several days to compile after the close of the month, and another 5 days before it was known who would be getting paid what. By that time it was practically time to start over again.

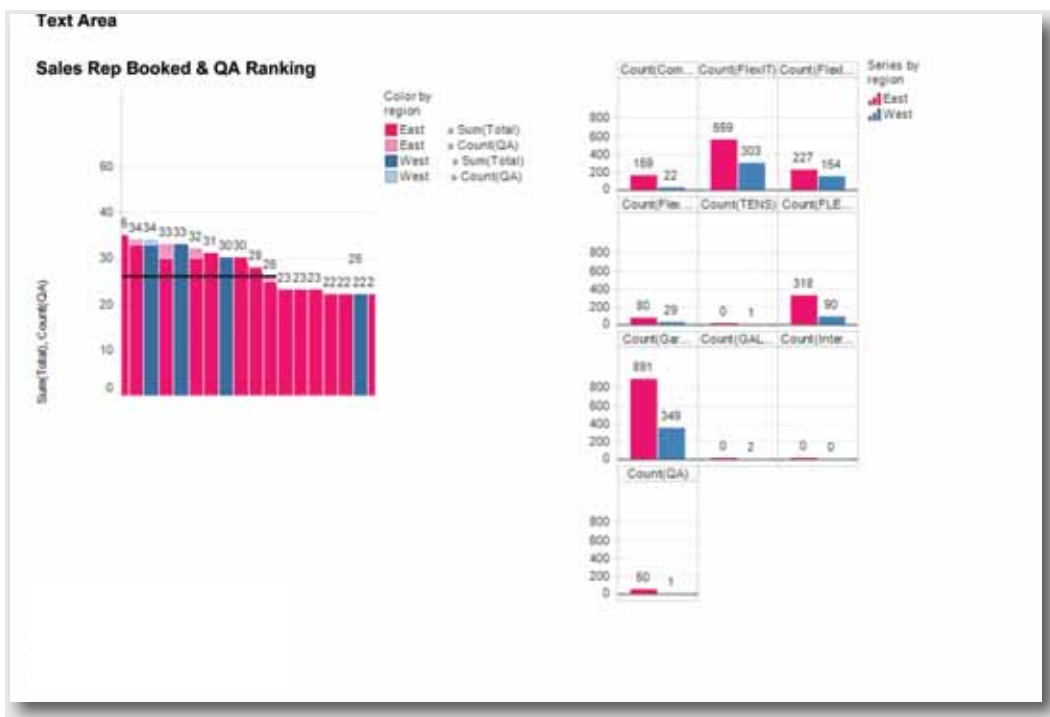
Inventory Management – More than a million dollars of EMSI products are in clinics for consignment. In addition, sales reps carry inventory in their trucks. EMSI had no tracking process in place for inventory or returned/recalled products.

As the company grew, the analytical output became hundreds of tabs in a variety of spreadsheets. Throwing more and more people at compiling and analyzing the information wasn't working. EMSI tried outsourcing its

reporting to a SQL programmer, but the results weren't easy to visualize or draw insight from. Plus the programmer had to rebuild and generate new cubes to keep up with the ever-changing variables of the many insurance companies with whom EMSI dealt. The company realized that to operate efficiently in a state of increased growth, it needed a new analytical solution to stay ahead of the game and operate more proactively.

SOLUTION

EMSI turned to SyncSite, a Birmingham, AL-based provider of BI and CRM solutions, to deploy systems that would improve operational efficiency throughout the organization. SyncSite began by implementing Sage SalesLogix CRM software to better manage and track EMSI sales, leads, and customer service. In addition, SyncSite integrated EMSI's inventory with SalesLogix so that every product's serial number is accounted for.



With Spotfire, EMSI sales management can monitor the performance of sales reps and sales activity at clinics on a daily basis, taking immediate action to address deficiencies or realign territories.

EMSI then looked to SyncSite to develop a solution to address its growing analytical hurdles. A single solution to handle all of analytical tasks was an important criterion, as was having a solution that could import multiple data sources and easily depict information in a number of visual formats. When SyncSite showed TIBCO Spotfire Analytics software to EMSI Special Projects Administrator Ron Spina, he realized immediately it was the ideal solution for their complex reporting analytical needs. "We had established a very good relationship with SyncSite at that point," says Spina. "They understood our business, so I had complete trust in their recommendation of Spotfire. It met our entire list of criteria in the right price range – it was almost too good to be true."

SyncSite set up the Spotfire solution to import data from EMSI's multiple data sources and created a multi-tab dashboard that would consolidate the number of reports, making it vastly easier to filter data and perform analyses.

As a result, the company's operations have been transformed:

Sales – EMSI sales management no longer have to rely on gut instinct to get a day-to-day sense of trends and problem areas. They can monitor the performance of sales reps and the sales activity at clinics daily, taking immediate action to address deficiencies or realign territories that same day. "It used to take us 6 – 8 weeks to spot these trends, which resulted in lost sales opportunities," says Spina. "With Spotfire we're able to proactively make adjustments – giving us an advantage in the market."

Billing – Spotfire makes it easy to track the status of insurance company authorizations and all required documents associated with billing. EMSI takes full advantage of Spotfire's "details on demand" feature to instantly view the numbers behind a selected part of visualization. No longer dependent on spreadsheets with hundreds of tabs, EMSI's billing department is much more productive today using Spotfire's streamlined dashboard.

Collections – What used to take 4 people 3 days of brute force spreadsheet compiling, is down to 2 people completing the collections analysis in just 1 day in Spotfire. In addition, EMSI management is much more confident in the data because Spotfire makes it easy to spot errors.

Inventory management – SyncSite helped EMSI integrate SalesLogix with Spotfire so that the status and location of all inventory is easily viewed on the Spotfire dashboard. With a burgeoning inventory of products, this was a critical accomplishment.

RESULTS

“When we first were looking into a BI Solution, we had a very focused vision,” says Mario Garcia Jr., President and CEO of EMSI. “The SyncSite team came in and were true advisors, asking the right questions and wanting to help drive improvements in all aspects of our business. Thanks to their recommendation of Spotfire we are now able to get instantaneous access to data that would have taken hours and sometimes days to produce. This has helped us to better manage our people while creating a more efficient and scalable business model.”

EMSI employees came up to speed quickly on how to use Spotfire. “This was a piece of cake compared to what they were doing,” notes

Spina. “Spotfire’s workflow is a natural way of looking at information. The visual depictions of analyses give our users instant gratification, which is especially important in a sales-driven environment.”

Spotfire has spurred EMSI management and users to think of many other ways the tool could benefit the business. “Spotfire has delivered even more than I told them it would,” says Spina. “Our managers are opening their minds to the possibilities – the more they see the more they want. We’ve barely scratched the surface in terms of what it can do.” In fact, Spina says that employees who aren’t yet using Spotfire, can’t wait to become users.

The improvement in the quality of data provided by Spotfire helped the company fix many broken processes. “We no longer have to go by gut instinct or live with poor quality data,” says Spina. “In Spotfire, errant data sticks out like a sore thumb.” And what used to take someone 40 hours to analyze in spreadsheets now takes 4 hours in Spotfire, freeing up managers to focus on managing people and the business more effectively.

“Now we can see the forest through the trees,” concludes Spina. “As the company goes from small to mid size, we’re looking to Spotfire to do the heavy lifting. It’s been worth every penny.”



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SyncSite is a trusted business partner which offers product based solutions including BI, CRM and infrastructure software. Our products and services allow companies to target opportunities that drive business, improve efficiencies, and positively impact the bottom line.

Our strategic, consultative approach to every project ensures a successful implementation that delivers tangible benefits from the start. Combining a high level of technical expertise, superior product knowledge, practical business experience, and proven deployment methods.

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