



CASE STUDY

HEALTHCARE

A LEADING **REGENERATIVE MEDICAL DEVICES COMPANY** FORAYS INTO NORTH AMERICA

A leading European medical devices company was planning to launch its product in the highly mature and competitive North American market. WNS conceptualized, created and delivered a robust order management process on a cutting-edge technology platform that allowed the client to manage sales and order pipelines. WNS' solution enabled the client to successfully launch the product in North America with minimum lead time and optimized investments.

A LEADING **REGENERATIVE MEDICAL DEVICES COMPANY** FORAYS INTO NORTH AMERICA

The Client

One of the leading European medical devices companies, specializing in regenerative products

Business Challenge

With a strong presence in the European market, the client, as a part of its global expansion strategy was planning to launch its product in the mature and competitive market environs of North America. The lack of a brand presence, and sales and distribution network in the region, were severe challenges in the run up to the launch.

The Scope

WNS identified the client's primary support requirements and proposed to create standard operating processes to:

- Ensure minimal time-to-market of its product line

- Establish a robust back-end order management process and system
- Optimize investments towards establishing a distributor network

The WNS Solution

During the initial stages of the assignment, WNS identified additional areas of opportunity and charted out an extended scope for the engagement.

By leveraging its strong process understanding and industry knowledge, WNS created efficient enabling processes and systems to support the client's launch strategy and growth plans.

To minimize the client's upfront investments, WNS implemented a Business Process as a Service (BPaaS) solution and provided the client consulting support through:

- Conceptualizing and designing a strong order management process

- Creating a technology platform where the client's distributors could access information and place orders, anytime and anywhere, via a mobile application and the client's portal

- Pairing technology with a robust, scalable and real-time Order-to-Cash (O2C) process to help the client manage sales and order pipelines
- Deploying optimal resources to get full visibility of order management across multiple channels (including sales representatives and direct orders)
- Advising the client on regulatory factors and industry best practices in North America to ensure smooth market entry

With WNS' support, the client built a pan-North America sales and distribution infrastructure and successfully launched the product in the North-American market.



Benefits Delivered

WNS' solutions provided the following benefits in addition to a successful product launch:

- Lower distribution costs arising from a cost-effective, scalable order management process that provided a unified anywhere-anytime access to the client's distributors
- Improved sales effectiveness due to the easily accessible solution
- Steady support to the client's sales team through WNS' strong 24x7 service delivery model and global delivery network
- Additional mindshare among sales representatives and distributors as a result of the intuitive and user-friendly application

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