



GE Healthcare uses ELTON to track Evaluation Inventory

CHALLENGE

- Creating a consistent global process for requesting, reserving and tracking evaluation inventory for GE Healthcare's field sales team
- Integrating a user friendly process into Salesforce opportunity records to ensure adoption

SOLUTION

- Implemented native Salesforce ISV ELTON(Equipment Location Tracking ONLINE) and embedded it into the sales process
- Demo Coordinators have a single global solution within Salesforce to assign, track, and report on demo/evaluation equipment

400K

Pieces of demo equipment tracked globally

23%

Reduction of required demo equipment

Sales



Platform



Partners

