

keste

Go Digital. Go Modern. Go Keste.

Keste Case Study:

McKesson

McKesson Corporation is a global leader in healthcare supply chain management solutions, retail pharmacy, and healthcare information technology. They distribute pharmaceuticals and medical products, serving more than 50% of US hospitals, 20% of physicians, and delivering 1/3 of all medications used daily in North America.

Challenge

Efficiency is crucial to McKesson's success; not just in terms of optimizing business, but as a key factor in the healthcare industry's growing shift towards value-based care and a customer-centered approach. They wanted a systematic way for their sales team to select and price products similar to an online shopping experience, one that included a 360° customer view.

Sales teams and customers had limited search functionality in a catalog that contained over 1 million items and had to face a quote system that was labor-intensive, excel-based, and required multiple resources. Data spanned across multiple systems and sales representatives were unable to quickly access any historical quote and sales data on customers. This system resulted in quoting barriers, delays, and an overall inability for the customer to self-service orders.

Solution

Keste implemented a modern CPQ cloud platform – eliminating the manual processes from account creation to renewal by automating the configuration, pricing, and quoting workflows. Data was consolidated, sales history was automated, and both sales representatives and customers were equipped with multi-criteria search functionality. Keste also implemented Unit of Measure (UOM) based pricing for quick quote generation and integrated the CPQ cloud with the existing Salesforce, JD Edwards EnterpriseOne, and Microsoft Azure systems to enable rapid Opportunity-to-Cash and Renewal processes in addition to a customer self-service sales portal. Keste's solution included the following features:

- Oracle CPQ Cloud
- Salesforce CRM

Results

Based on forecasted company revenue and third party benchmarks Keste estimated the following annual benefits as a result of implementing the new portal:



40% Reduction
In The Sales
Quote Cycle



Improved
Customer-Facing
Quote Generation



Increasing
Optimization In
The Sales Cycle