

Technology Solution Enables Healthcare Innovation, from Start-up to IPO



THE CLIENT

Hyperfine was a new startup with a mission to create the world's first portable MRI machine. The vision was to save lives by making magnetic resonance imaging (MRI) more easily accessible to patients, especially those not able to leave their beds. This was a unique and much needed product, widely sought after by the medical community. The capacity for success was clear, the next step was ensuring profitable delivery of the product to market.

THE PROBLEM:

As a relatively young company, the teams at Hyperfine all had their own mix of software and processes, including some off the shelf and proprietary systems. The software was not connected, leading to tedious and error-prone manual data entry and lack of visibility into the business. Teams worked in silos, affecting communication and collaboration. In order to move forward and successfully execute on the company's vision, they required a new, operational system that would bring together all of their disparate applications and reduce the friction currently affecting their teams.

MAPPING THE PROJECT:

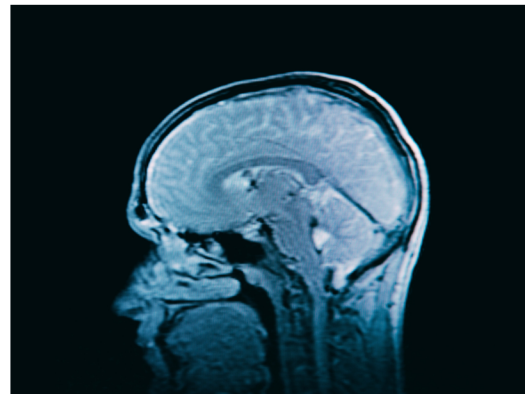
The team at Cloud Connex got to work analyzing Hyperfine's diverse requirements. They interviewed each team and gained an understanding of the entire process, from start to finish. This gave them the foundation they needed to establish a project plan and map out the components of a solution to satisfy their requirements now and into the future.



"Cloud Connex worked with us from the beginning. Not only did they advise on how our processes would be most effective, but they built elegant technical solutions that enabled our team to focus on getting the job done. We could not have done this without them."

Leigh Ann Voegler
Manager of Revenue
Operations

The logo for Hyperfine, with the word "HYPERFINE" in a bold, sans-serif font. The letters are colored in a gradient from purple to orange.



THE SOLUTION

In order to help transform the core of Hyperfine's business, the strategy needed to include a next generation operating model with the right mix of capabilities. The business needed to be agile and responsive, streamlined to minimize waste and integrated to allow for better alignment of business units.

The Cloud Connex team designed the new system's architecture using Salesforce, a flexible and highly customizable platform. The capabilities of Salesforce met all the requirements and could easily scale to keep up with future growth. The Salesforce platform also allows for rapid development and deployment, thus saving time and money and has an intuitive and familiar interface for quicker adoption.

THE OUTCOME

Sales, service and CPQ integrated seamlessly with the company's other third-party applications like Hubspot and Netsuite. The result was a completely intuitive system that effectively opened up visibility into the whole operation from start to finish.

Information was shared across all units and increased the accuracy of the data by eliminating manual tasks. Operating from one system also allowed a greater depth of collaboration between teams as well as streamlined workflows for greater efficiency. Leveraging the platform's digital tools and enhanced technologies like automation, the Cloud Connex team was able to build advanced analytics and reporting using real time data for greater transparency.

The overall business process transformation was an essential part of Hyperfine's continued and consistent growth. It enabled both management and staff to focus on their goals in order to successfully produce the first portable MRI within a year of its founding.

TECH STACK:

Salesforce

- Sales Cloud - enable sales team to seamlessly record data and visualize results
- Service Cloud - give customer service a ticketing system that allows them to work together and better serve their customers
- CPQ - allow for complex deal terms, seamless quote creation, accurate forecasting

Hubspot

- Marketing automation

Netsuite

- ERP, finance and business management



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