Grow Your Business Through Salesforce with Tether

Axial3D's Transition to Salesforce for Enhanced Business Operations

The Challenge

Axial3D, a **market leader in processing medical images and converting them into 3D models for surgical planning and medical device companies,** faced challenges in transitioning from a startup to a scale-up. They needed to establish robust processes and systems to support their growth. The existing sales automation platform was inadequately configured and lacked structured data and insights. There was a pressing need for accurate revenue forecasting to ensure deployment of investment and to provide reliable reports to investors and the board. Additionally, the company required a comprehensive system to manage sales automation, marketing automation, and revenue forecasting in a unified manner.

The Solution

To address these challenges, Axial3D implemented **Salesforce CRM.** The decision was made after evaluating different platforms, including PipeDrive, HubSpot, and Salesforce. The engagement and support from Salesforce, along with the right-sized deployment by **Tether**, made Salesforce the preferred choice. Key steps in the solution included implementing Salesforce for **sales automation, marketing automation, and revenue forecasting.** The integration of Salesforce with other platforms like Xero guaranteed revenue management. A clear requirements definition with Tether ensured a straightforward and value-driven implementation. Continuous refinement and development of additional reports, dashboards, and processes were carried out to meet evolving business needs.

The Outcome

- **Implementing Salesforce** significantly improved Axial3D's operations.

- The company gained full visibility into its sales pipeline and business performance, enabling **accurate revenue forecasting** and **better decision-making.**

- Salesforce provided **reliable data** for investor and board reporting, ensuring confidence in the numbers presented.

- The marketing automation capabilities facilitated **effective lead follow-up, campaign management, and ROI tracking**, optimising the use of marketing dollars.

- The system supported Axial3D's growth from a **startup to** a **scale-up**, with ongoing refinements to meet evolving needs.

- The unified platform eliminated the need for manual data consolidation, **streamlining operations** and providing a **single source of truth** for revenue forecasts and sales data.

Crafting Success Together.
Discover the Tether Difference.

To find out more about how we can grow your business through Salesforce, visit
www.tether.ie