



CUSTOMER SUCCESS STORY

MOOG®

Enhancing Healthcare. Enriching Lives.

## Moog Inc.

### Medical Division

Moog originally started as a designer and supplier of aircraft and missile components. Today, its motion control technology is used in a variety of applications, from commercial aircrafts to medical infusion systems. Moog's medical division is focused in applying advanced technologies to simplify processes, increase safety, and enhance patient and caregiver outcomes.

**Headquarters** East Aurora, NY, USA

**Industry** Healthcare

**Website** [www.moog.com/medical](http://www.moog.com/medical)

**Services**



Development



Consulting



Implementation



Admin Support



Training

## The Challenge

“ We had Salesforce, but no one knew how to use it. After awhile, everyone went back to Excel. Data had to be input manually - which always brings the possibility of inaccurate data. It wasn't efficient or scalable. A part of my job was to get everyone using Salesforce. Well, I knew hardly anything about it - I knew it existed. It was... stressful.

- **Jade Martinsen** *Sales Support Coordinator*

The team at the medical division of Moog faced three main challenges:

**Adoption** While Moog had purchased Salesforce, it was never truly rolled out. After awhile, the employees reverted back to processes without Salesforce.

**Training** The internal admin for Moog had little knowledge or experience with Salesforce. She had three months to go from inexperienced to the in-house expert.

**Manual Processes** Without the ability to use Salesforce, the team at Moog reverted to largely using Microsoft® Excel®. Manually entered data could cause issues with accuracy. In addition, generating reports could take hours.

## The Solution

“ After starting over with Salesforce, Simplus really walked me through the entire process. I asked questions via email probably daily, and most of the time I got answers back in literally minutes. Communication was incredible the entire time working with Simplus. It was a crazy good level of customer service.

- **Jade Martinsen** *Sales Support Coordinator*

**Implementation** While Moog already had Salesforce, it had never been set up correctly. Simplus deleted everything and implemented Salesforce the right way.

**Training** Moog’s internal admin had very little Salesforce experience. A Simplus team member worked with their internal admin every step of the way. Moog’s admin is now adept and confident in Salesforce. With her training, she was able to give a presentation to Moog’s CEO and other executive team members. After her presentation, she was asked by a different division if she could implement Salesforce for them and train their team.

**Reports & Dashboards** Simplus was able to recreate custom reports & dashboards that perfectly mirrored the ones that Moog was used to, which helped ease the transition. From there, Simplus created new & additional custom reports to help Moog see data they needed to make important business decisions.

**Custom Development** Simplus built a custom calculator that quickly allowed Moog’s team to see gross margins and revenues based upon 54 different product set combinations against a suggested quote price. This calculator required multiple formula fields, flows via the process builder, and apex triggers to be developed and configured.

## The Results

“ Working with Simplus really was a game-changer. I feel really comfortable using and teaching Salesforce now. And with everyone using Salesforce correctly, I can generate reports in minutes instead of hours. We’re definitely faster and more efficient than before.

- **Jade Martinsen** *Sales Support Coordinator*

**29%**

Increased Efficiency

**50+**

Hours Saved/Month

**80%**

Faster Report Generation