



StarrData Enhances Neodyne Biosciences' Salesforce

Company Overview

Neodyne Biosciences was spun out of Stanford University and is led by a team of medical device industry executives. Located in Silicon Valley, they are currently marketing a groundbreaking scar tissue repair product which addresses the significant amount of scars related to surgical procedures as well as existing unwanted scars.

The Challenge

The marketing team had inherited a Salesforce build that was not capable of meeting their needs. Although Neodyne was using Salesforce Sales Cloud edition for 2 years, they were now finding it difficult to use and difficult to generate the reports that were needed.

Neodyne Biosciences wanted to implement management and tracking of their split payment and split shipments for their products, which would allow their Customer Support the ability to easily manage customer subscriptions.

They also wanted to track leads from their lead source, follow them through to conversion, prevent loss of data when the leads were converted, and auto capture lead data from multiple sources.

How We Helped

Discovery sessions were held in order for StarrData to understand and prioritize Neodyne's requirements. Agile development was executed based on customer priority, and all configurations were tested and approved by Neodyne.

Once development was complete, StarrData trained Neodyne on how to use their new modified Salesforce. Post implementation support was also provided after the project was complete in order to answer any questions. Unique to StarrData, we offer this service by the same consultant who set up your Salesforce.

Results

- Neodyne now has more insight into their lead management systems and which of their systems are performing at the highest level and providing the best ROI so they can make more effective decisions.
- They have the ability to view forecasts of future products and revenue that are in the pipeline which they are able to track back to source.

“StarrData quickly and efficiently implemented customized systems that have proved essential to making informed business decisions, and helping us plan for the future direction of our company. We continue to work with them on various projects as needed and consider them first for all of our Salesforce development projects.”

– Mark Revers, Associate Sales and Marketing and Operations Manager, Neodyne Biosciences, Inc.

Headquartered in Silicon Valley, StarrData is an expert in implementing, optimizing and administering Salesforce and has achieved the highest level of customer satisfaction on the Salesforce AppExchange and by customers surveyed by salesforce.com. More than 300 StarrData customers are successfully growing their businesses by leveraging our CRM implementation expertise.

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