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Marco: Improving Sales and Service with SAP® Business One analytics powered by SAP HANA®

From high-tech digital refraction, mapping, and imaging systems to examination chairs, Marco equipment allows eye care professionals to improve lives by improving vision. When Marco decided to streamline sales with a new IT system, it chose SAP® Business One analytics powered by the SAP HANA® platform. With greater insight into new demographic opportunities, campaign effectiveness, and customer data, Marco is growing sales and helping more people see better.

Marco improves lives by helping people see better

Real-time visibility with SAP® Business One and SAP HANA®

Objectives

- Consolidate disconnected systems into one system for customer, prospect, and sales data
- Reduce time and effort to generate reports
- Provide the sales force with a mobile app for customer relationship management to enable real-time, 24x7 access to information on customers and sales opportunities

Why SAP

- Single, affordable system that covers all functional requirements available with the SAP® Business One application
- Real-time data access with enterprise search functionality included with SAP Business One analytics powered by the SAP HANA® platform
- Interactive analysis as a standard feature without requiring additional software
- Ability to start with a small number of users, prove the project, and scale as needed

Benefits

- Mobile access to real-time data, helping increase sales productivity and customer satisfaction and providing a real competitive edge
- Up-to-the-minute order updates, saving sales representatives precious minutes on every customer query
- Interactive analysis and dashboard reporting via mobile device, keeping everyone up-to-date
- Lower annual maintenance costs

Future plans

- Expand mobile app access to additional employees
- Enable customizable dashboard reporting via mobile device for all sales representatives



Company

Marco Ophthalmic Inc.

Headquarters

Jacksonville, Florida

Industry

Life sciences

Products and Services

Vision diagnostic equipment

Web Site

www.marco.com

Partner

Effective Computer Solutions
www.ecs-online.com

“SAP Business One provides up-to-the-minute order status to the entire company via a user-friendly search with SAP HANA. This speeds information delivery across the organization, resulting in better decision making, improving customer service, and freeing up more hours to make sales.”

David Gurvis, Executive Vice President, Marco Ophthalmic Inc.

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The Best-Run Business Run SAP™