



## BECKMAN COULTER CASE STUDY

Data Analytics Success Story

Sector: Biotechnology (Biomedical Laboratory Equipment)

The Company: BECKMAN COULTER

Group: Danaher



### ABOUT BECKMAN

Beckman Coulter is a California-based medical equipment company with more than 10,000 employees worldwide. Danaher Corporation is a globally diversified US conglomerate headquartered in Washington, DC. The company designs, manufactures and markets professional, medical, industrial and commercial products and services. The company's 3 platforms are Life Sciences, Diagnostics and Environmental & Applied Solutions. For more than 80 years it has been, and continues to be, a trusted partner for laboratory professionals, helping to advance scientific research and patient care. Its main goal is to develop the best and most reliable laboratory solutions. More than 275,000 Beckman Coulter systems are in operation worldwide in diagnostic and life sciences laboratories.



«We are committed to advancing healthcare for every person through the application of the power of science and technology. Our teams' passion and creativity enhance the diagnostic laboratory's role in optimizing results every day. Our diagnostic systems are used in complex biomedical testing and are found in hospitals, research laboratories and physicians' offices around the world.».

## INTRODUCTION EU SALES ENABLEMENT

The Sales Enablement department in Europe is responsible for optimizing Beckman Coulter's sales cycle. Its role is equal parts functional and technical, requiring a deep understanding of both the business and the IT systems that support it.

In recent years there has been a clear focus on improving data visualization tools. Searching to integrate the data collected by sales rep in their sales funnels and combining it with financial, service, or human resources data. The objective has been to achieve simple and clear dashboards to obtain centralized information on the KPIs for analysis.

A clear catalyst for achieving this goal has been the implementation of Power BI, Beckman Coulter's corporate tool across Europe. In the first phase, there was a migration of previous reports and in the second phase, a restructuring, simplification, and improvement of reports. With this, a semi-automated, very stable and simple data collection and loading process has been achieved, resulting in a highly optimized dashboard that is recognized not only at the European level, but also worldwide.

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# CHALLENGE

## The Need

- Beckman Coulter's sales funnel is a very complex process involving many users, with different working methodologies depending on the country. The tool used to run the sales funnel is Salesforce, with close to a thousand users and a CRM team dedicated 100% to its maintenance and improvement. Salesforce is a very complex tool with a powerful reporting layer but with its own limitations. The impossibility of creating historical data and the fact that each user can create their own reports meant that the data was dispersed in thousands of reports and exports to Excel, making it difficult to manage.
- From Sales Enablement, it is necessary to have a complementary tool to Salesforce where photos of the funnel can be stored month by month, with the idea of being able to analyze the evolution of sales, automating, homogenizing and giving value to the data.
- On the other hand, it is necessary to be able to cross-reference this funnel data with other types of data to complete the picture and thus have a global vision of what is happening in the company. Financial data, human resources data and other types of secondary KPIs.
- The ultimate goal is to simplify the dashboards so that the data point is the right and necessary one needed, looking for the best visualizations for each indicator, eliminating duplications and applying conditional formatting where necessary to optimize readability.



## Project Challenges

- Creation of a scorecard for sales analysis and monitoring, through which managers and directors from both Europe and the US can evaluate the results of the funnel by: total EU, region, and country, and be able to cross-reference with the rest of the indicators.
- In a vast region made up of different countries, markets and languages, in which a sales force has developed that has had to adapt its processes and organization, being able to provide coherence and homogenization in the treatment of data and condense it into a unified and simple scorecard.
- Optimization of other dashboards according to user needs.
- Ensure that the process of monthly data collection and uploading is as optimal as possible and that communication with the departments involved is smooth and clear.
- To achieve effective change management, get users to have confidence in Power BI and their data and to stop utilizing their manual methods of collecting data locally.





# SOLUTIONS, ADVANTAGES AND BENEFITS

## The solution

With these premises and taking into account that the Nova team works hand in hand with the Beckman Coulter team, the development of the solution has been delivered in an agile manner, providing value in each cycle and receiving feedback from management month by month in a process of continuous improvement.

This is how the Power BI dashboard has been built up over the months:

- Elimination of redundant reports and visualizations (table-like graphs, data displayed in several areas) and non-homogeneous formats (Excel screenshots, etc.).
- Analysis and improvement of sales funnel KPIs: evolution of Buse Business at risk and Competitive Wins as well as their projections.
- Simplification of finance KPIs to those strictly necessary.
- Homogenization of secondary KPIs to fit into the structure of Europe, Regions and Countries.
- Integration into the same Assay sales analysis dashboard (clinical trials).

## Main advantages of PowerBI

Power BI is a cloud-based business analytics and business data visualization service. This Business Intelligence (BI) tool, built into the Microsoft Office 365 productivity suite, allows you to monitor the health of a business through a live dashboard, create interactive reports with Power BI Desktop and access data anywhere with native mobile apps. Power BI includes both a downloadable desktop program and a cloud service, each offering different but overlapping capabilities, as well as mobile app for iOS, Android and Windows that allow you to view Power BI reports and dashboards.

Beckman Coulter has a premium environment consisting of multiple workspaces, each with its own application and security. Many of the applications are managed autonomously at user level and some more complex ones are centralized from Sales Enablement.

The great value provided by Power BI has been the centralization of information, the possibility of having a common platform for all of Europe, with easy access. The homogenization of processes, together with the simplification of visualizations, has generated greater confidence in the data, thus improving the analysis and decision making of the sales department.



## Benefits Obtained

- Unified corporate platform: users have a single source of information.
- Integration of data avoiding silos of disconnected information.
- Data-driven process automation.
- The simplification and standardization of dashboards has made users confident in the data and enabled managers to make more agile decisions.
- Faster and more accurate sales funnel information, combined with financials and other KPIs, helping version management and avoid errors.
- Better tracking and auditability of data.





# ABOUT NOVA

## Nova

Nova is a consulting firm that specializes in the digital transformation of Finance Performance Management and Data Analytics processes, with a 360° vision focused on data, integration and automation.

Nova's greatest asset is its team of expert consultants, who bring their experience in international companies from various sectors, and translate clients' needs into technological solutions combining functional and technical knowledge.

With more than 15 years in the market, we are focused on the total satisfaction of the companies we work for.

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«Your Data  
Partner. we  
collaborate with  
companies in  
their  
growth through  
data»

