Thermo Fisher Surfaces New Revenue Opportunities with Attivio
Unifies disparate customer data for improved sales productivity

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The world leader in serving science, Thermo Fisher Scientific Inc. enables its customers to make the world healthier, cleaner, and safer. Thermo Fisher helps customers accelerate life sciences research, solve complex analytical challenges, improve patient diagnostics, and increase laboratory productivity.

> *"We have competition that is formidable. If a sales rep is getting in relatively quickly, first to table, that obviously drives revenue."*
>
> – Joe Beery, CIO, Thermo Fisher

Read The Wall Street Journal interview with Joe Beery, CIO, Thermo Fisher.

Executive Summary: Growing through acquisitions has enabled Thermo Fisher to broaden its product portfolio. But integrating the disparate IT systems of acquired companies can often pose a barrier to realizing an acquisition's full revenue potential.

To address this challenge, Thermo Fisher turned to Attivio to help it improve sales opportunity and customer satisfaction reporting. Early results have been impressive. **Thermo Fisher's new reporting capabilities identified $500K in new opportunities in the first six weeks, resulting in $350K in closed business.**

The Challenge: Over the past 15 years, Thermo Fisher has grown significantly, broadening and refining its product and services portfolio through acquisitions and divestitures—eight acquisitions alone since 2011. In the process, it inherited many IT systems. This often made it challenging to help Thermo Fisher customers that needed products across multiple product lines.

Moreover, many of the Thermo Fisher's customers, such as major life sciences organizations, have themselves grown by acquisition, which complicated efforts to identify all the entities that rolled up under one company and to track the divisions within Thermo Fisher that engaged with them.

"We had to pull information from five CRM instances and aggregate it just to build one report that detailed our sales activities with an account," notes Mirek Dlouhy, commercial IT director for Thermo Fisher.

Consolidated sales opportunity and customer satisfaction reporting for large customers like Pfizer, Merck, or the National Institutes of Health took 10 hours a week, using a manual process that produced a static report with no ability to filter for specific information. "We had no ability to compare the current state of a sales opportunity with that opportunity's evolution through the sales pipeline," adds Dlouhy. "Manually rolling up sales data by territory, department, and product often led to errors. Plus, we had no way to do this for other accounts."

The Solution: To solve its reporting issues, Thermo Fisher called on Attivio to extend the reach of its platform, which already supported a variety of solutions for the company, such as NIH Share of Wallet and Contact Integration. "We called the solution CRM Convergence," explains Anthony Paquette, principal consulting engineer for Attivio. **"Its goals were to eliminate a lot of the manual work, normalize the data from five CRM instances including Salesforce and Siebel, and provision it for Tableau so the accounts team could do flexible reporting on its most important customers across multiple divisions."**

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> – Mirek Dlouhy, Commercial IT Director, Thermo Fisher

CRM Convergence delivered several important improvements, which included:

- **Global visibility of current and past sales opportunities** across all Thermo Fisher divisions
- **Highly flexible reporting** that consolidated sales information by customer account, corporation, region, and division
- **Interactive sales and satisfaction reports** in custom Tableau dashboards
- **Ongoing ingestion** of sales opportunity and customer satisfaction data every two weeks

The solution's data normalization process enriches content with parent corporation "family tree" information. It combines entity data from Dun & Bradstreet with internal Thermo Fisher relationship data to give users insight into the entity relationships of prospects, customers, and competitors. "At the end of the day, Thermo Fisher knows exactly how much business we're doing with each customer and where there are opportunities for new business," comments Dlouhy.

The Results: Built to scale with Thermo Fisher's global growth, the Attivio CRM Convergence solution has shown impressive early results. By unifying opportunity data to facilitate efficient review, the solution:

- Enabled cooperative cross-divisional customer contacts to increase revenues
- **Identified $500K in new opportunities in the first six weeks, resulting in $350K in closed business**
- Reduced reporting time to one hour per week

"In addition to CRM Convergence, we have six other solutions running on the Attivio platform," concludes Dlouhy. "They all deliver incredible value to the organization. In the future, we look forward to rolling them out to more divisions across the company."

About Attivio

Attivio, The Data Dexterity Company, provides software that empowers its customers to get their hands on the right data and to work with it to quickly get it to the point of informing decisions. At Attivio, we believe that there is tremendous untapped value in enterprise information ecosystems. Many of the world's leading brands rely on us to gain immediate visibility into all of their information, not just the data sitting in known databases. Our data obsession means that our customers don't just manage their data; they achieve true Data Dexterity to crush deadlines, transform productivity, achieve global impact, and act with certainty.
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