

# THERMO FISHER SURFACES NEW REVENUE OPPORTUNITIES WITH ATTIVIO

**ThermoFisher**  
SCIENTIFIC

“ 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

“ 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.

Mirek Dlouhy,  
Commercial IT Director,  
Thermo Fisher

## THE CUSTOMER

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.

## THE CHALLENGE

Thermo Fisher has grown significantly, broadening and refining its product and services portfolio through acquisitions and divestitures. This growth approach has resulted in multiple disparate IT systems that make it difficult to:

- Identify and support customers that need products across multiple product lines,
- Track customers who have themselves grown by acquisition and now have multiple entities dealing with Thermo Fisher, and
- Consolidate sales opportunity and customer satisfaction reporting without hours of manual processing.

What was needed was a way to unify information from the various acquired companies to help improve customer satisfaction reporting and identify new revenue opportunities.

## THE SOLUTION

To solve its issues, Thermo Fisher called on Attvio to extend the reach of its platform, which already supported a variety of solutions for the company.

Called CRM Convergence, 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.

Overall, CRM Convergence:

- Unites the data from 5 CRM instances, including Salesforce and Siebel,
- Eliminates manual work required to report on sales opportunities,
- Provisions data to Tableau, enabling analysts and account teams to report on their most important customers across multiple divisions easily.

## THE OUTCOME

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

- 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.

Along with increased productivity through the reduction of reporting time, Thermo Fisher's new reporting capabilities identified \$500K in new opportunities in the first six weeks, resulting in \$350K in closed business.