

Enabling growth through implementation and Tailoring the CRM solution to the end-user experience in HLS

Industry: **Healthcare & Life Science**

Organization: **Signature Biologics** | Dallas, TX

About the Company

Signature Biologics produces perinatal-derived tissue products for use in regenerative medicine. Their mission is to use innovative techniques to manufacture human perinatal-derived products to support and improve the natural healing processes of the body. Proven through rigorous scientific and clinical study, they provide best-in-class products to enhance patients' lives.

“What was unique was in our first sit down meeting with SPAR,, the words and the vocabulary that he used, showed me that he truly understood the needs of a startup medical device company.”

-Dan Wagner, VP of Sales & Marketing

Challenge and SPAR's Approach

Signature Biologics was already using Salesforce CRM and ERP, Netsuite, but these systems stood independent of each other so moving data between the two was a manual process. They needed to enable the distributors to have access to the provider/partner portal but this process required manual entry, it was labor-intensive and opened up the possibility of errors and duplicates.

To remedy the issue SPAR integrated Salesforce and Netsuite, when an active account is created in Salesforce it is automatically created in Netsuite. This integration alleviated the manual data entry but exposed another pain point; Salesforce does not support contract management.

1 Challenges

- Manual data entry and multiple points in the sales lifecycle
- Lack of integration between CRM and ERP
- Need for contract management alongside integrated account activation

2 Solutions

- Integrate CRM with ERP
- Automate processes around customer accounts
- Integrate Docusign to manage contracts across system

3 Results

- Netsuite and Salesforce integrations - save \$175,000 annually
- New client onboarding automation saves about 15 mins per client
- Docusign integration saves about 30 mins per client

Challenge and SPAR's Approach (cont.)

Activating customer accounts was an additional manual process. By understanding the Signature Biologics's ultimate WHY, SPAR was able to alleviate this obstacle by integrating DocuSign with Signature Biologics Salesforce CRM. This led to a 200% increase in functionality with no cost increase in DocuSign licensing. Each step taken by Signature Biologics and SPAR further automates the processes for Signature Biologics which not only helps to cut down on errors but also frees up employee time for focusing on the business, not monotonous data entry between systems.

Results

**\$175,000
Savings**

Annual savings from
Netsuite & Salesforce
integration

**15 min
to 30 min**

Time saved per new client due to the
new client onboarding automation &
DocuSign integration

“I rely on the SPAR team to be our resident experts on the right solution for the right time, which has freed me up, as a sales leader, and our PMO Director to focus on our main tasks instead of spending time researching or becoming familiar with what’s available, best or new in the SaaS industry. It eliminates the need for a Gartner Subscription when we make decisions.”

- Dan Wagner, VP of Sales & Marketing

Conclusion

Signature Biologics has taken the time to set a foundation and SPAR continues to help them build on that each step of the way striving to understand the underlying business need and addressing it directly. The partnership continues on projects including various areas of lead tracking and assigning, commissions tracking, and communications with account holders, all generally connected to the theme of automating a process to reduce manual data labor and errors.