

## MÖLNLYCKE IMPLEMENTS A MOBILE CRM APPLICATION

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### EOZEN'S MOBILE EXPERTISE IS MÖLNLYCKE'S TRIGGERING FACTOR

*Mölnlycke HealthCare, a Swedish multinational, is one of the world's leading providers of single-use surgical and wound care products and services to the health care sector. The company counts over 6,700 employees in 50 countries all over the world. It are Mölnlycke's diverse and dedicated employees all over the world whose passion makes it possible to bring continuously new hospital efficiency and effective wound healing solutions to the market. In order to equip its sales teams appropriately, the company has been looking for a performing tool enabling management and sales people to reach maximum performance. A new project was announced in collaboration with EoZEN and the SQLI Group.*

#### RENEWED CONFIDENCE

Since the successful launch of the CRM tool in Europe about 4 years ago, the application has recently been deployed in the U.S. After an initial pilot team, over 200 U.S. sales people use this web based application. The overall results are positive, but Mölnlycke wants more, and **Roderik Mooren**, Head of IT, explains why:

*"As sales increase strongly in the U.S., we have to anticipate the market's trends and needs on the one hand and these of our customers on the other hand", according to Mooren. We chose to invest in an innovative CRM system.*

*We chose this route to enable our company to be more efficient and to guarantee increased employee productivity. That's the way we want to progress to reach turnover increase and improved customer service."*

EoZEN has, based on its many years of CRM expertise and in association with the SQLI Group, deployed a mobile CRM application on iPad, which long-term's intention is to equip all worldwide sales departments with this new application.

#### OFFLINE, BUT STILL UP TO DATE

The disconnected mobile CRM application is EoZEN's first SAP Sybase Unwired Platform ever to reach the market. This tool enables account managers and sales men, provided with an iPad, having access to relevant client data at every single time. It occurs that hospitals and other public places don't receive a wireless network signal, but that doesn't restrain the disconnected CRM technique to consult data, to put some new in or to modify and delete outdated information. These data are saved on the back office as soon as a 3G or Wireless connection is available. An additional advantage is account managers don't get faced anymore with slow servers (Mölnlycke's central server is situated in Amsterdam – NL) and work can be done in a user-friendly an innovative interface.

Applying a mobile CRM tool for iPad, Mölnlycke will continue increasing its competitive advantage, having:

- + **Improved employee efficiency:** account managers don't waste valuable time anymore;
- + **Advanced client experience:** all data are available on iPad;
- + **Improved customer satisfaction:** improved client order handling and data reliability, available in real time, result in an advanced knowledge of the clients' needs;
- + **Lower CRM costs:** an efficient and consistent use of mobile CRM.

## **EoZEN AND SQLI GROUP: SAP CRM AND MOBILE EXPERTISE ALL IN ONE**

Based on the positive cooperation in 2007, Mölnlycke's choice for EoZen seems obvious. Since, EoZen has extended its CRM expertise and in meantime they are a mobile CRM pioneer. This expertise is confirmed by Mooren:

*"We searched for a competent partner able to support us globally by alloying SAP CRM expertise and mobility, granting a strong competence in ergonomics and design. These kinds of players are pretty unique, but fortunately we were glad to come to an agreement with EoZen and SQLI Group."*

Mölnlycke plans its pilot on iPad in November in the U.S.; the system will be fully operational in 2012.

**About EoZen:** EoZen is the SAP entity of the SQLI Group. Its 300 collaborators are situated in the Benelux, France and Switzerland.

**About the SQLI Group:** Founded in 1990, SQLI is a major player in the NTIC area in France. Its accompaniment is connected to 5 major axes: Package integration, consulting and controlling, software solutions, ubimedia and engineering. SQLI is a continuously evolving group, relying on its 3 fundamental pillars: the innovation culture, the capacity to manage technologies and the quality of production.

Its 2000 collaborators are situated in France (Paris, Lyon, Toulouse, Aix-en-Provence, Bordeaux, Dijon, Rouen and Nantes), Switzerland (Lausanne and Genève), Luxemburg, Belgium (Brussels), The Netherlands and Morocco (Rabat and Oujda).

In 2010, the SQLI Group achieved a turnover of 170 M€. Since the 21st of July 2000, SQLI is listed on the NSYE Euronext Paris (SQI).

### **PRESS CONTACT**

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