



## NORRIQ offers Materialise Dental 360° insight into clients and sales via Microsoft Dynamics CRM

When the software package that Materialise Dental had developed on its own reached the limits of its capabilities, the company sought a new solution to support its sales and marketing activities. A comprehensive analysis of the internal processes and the software market ultimately led to Microsoft Dynamics CRM and IT partner, NORRIQ Belgium. Due to a far-reaching level of automation and the centrally administered data, Materialise Dental has 360° insight into its clients, campaigns, leads and pipeline and the salespeople are supported proactively in their day-to-day tasks. Customer service is scheduled to be integrated in the near future. With the links it has to external applications, Microsoft Dynamics CRM is the beating heart of the company today...and will continue to be so in the future.



## Overview

Country: Belgium  
Sector: Healthcare

## Profile of Materialise Dental

Materialise Dental distributes planning and simulation software for visualising 3D dental imagery and simulating dental surgery before it is performed. It also develops customised drilling moulds to assist the placement of implants. The company has international representation.

## Challenge

Materialise Dental was looking for a software package to support the sales and marketing activities proactively.

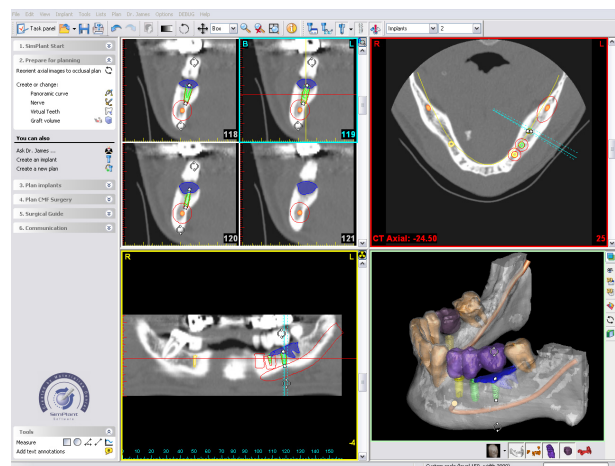
## Solution

NORRIQ Belgium implemented the Microsoft Dynamics CRM standard package at Materialise Dental.

## Benefits

- Extensive standard package
- One central database for sales, marketing and customer service
- Seamless integration with Microsoft Outlook
- Accurate price list
- Insight into leads and pipelines
- Mobile working became possible
- Salespeople were supported by automated workflows and triggers
- Watertight evaluation of campaigns
- Extensive reporting
- Smooth links with other systems

Materialise Dental split off from Materialise (which was itself a spin-off from the Catholic University of Louvain) in 2006. It was recently taken into the U.S.-based Dentsply dental technology group. Materialise Dental is the universal market leader in 3D digital implantology, with offices around the world. One side of the company's business is the distribution of software to allow dental surgeons to visualise medical imagery in 3D and simulate the placement of an implant before the procedure is carried out. The other side of the business is supplying precision equipment in the form of patient-specific drilling moulds for dentists, implantologists and laboratories. The company has 250 employees, 70 of whom work in the home office in Louvain, and generates turnover of more than €15 million annually.



Chantal Vervaeke, Business Process Department Manager at Materialise Dental says that “when we took the first steps in 3D implantology in 1995, we were really pioneers in the field. In some countries, we still are! That urge to innovate is still alive and well in our research department. We are also continuously searching for new markets for our technology,” she says.

## Need for reporting caused the IT situation to become unstable

Materialise Dental does its bookkeeping in Microsoft Dynamics NAV. For the sales, invoicing and customer management of the 3D software, one of the employees developed his own application: SoftAdmin. For years, that met all of the requirements of the company and it was expanded systematically. Starting in 2008, however, sales began requesting specific

applications, usually related to sales and marketing reports.

“At that moment, the foundation began to become unstable,” Chantal Vervaeke says. “We were faced with a choice: to expand the application further or to go to the market for a standard solution. The choice was difficult because at the end of the day, our processes are not so sector-specific,” Vervaeke concludes.

## Microsoft Dynamics CRM as best fit

Materialise Dental decided to first map its own processes and then to look for applications that could provide the support required. In addition, the application they wanted would have to go beyond what they needed right now and would have to be capable of being implemented in phases, starting with sales, then marketing, and finally, customer service. Materialise Dental checked out both freeware and the major suppliers.

“Microsoft Dynamics CRM came out of the search as best fit,” Chantal Vervaeke says. “The package has a lot of standard functionality, the price is attractive, and it is a Microsoft product, which makes it possible to integrate seamlessly with Outlook and Office. Our choice went to integration partner NORRIQ Belgium because they understood where we wanted to go better than the others. The fact that they are also a Microsoft Dynamics NAV partner was also in their favour.”

In October 2009, the decision to buy was postponed for a short while due to the financial crisis. The system was ultimately purchased in March 2010 after yet another analysis that Materialise itself worked on.

## Insight into prices, leads and pipelines

Materialise Dental has been working with the sales functionality of Microsoft Dynamics CRM since July 2010, after having received comprehensive training. In that module, prices and products are managed centrally, along with offers and orders.

“We finally have clear insight into the pipeline and the leads,” Chantal Vervaeke relates. “The salespeople are supported in their tasks by the workflows and triggers of Microsoft Dynamics CRM and they are able to enter offers into the database remotely immediately. The integration with Outlook is also a big help for them,” she says.



*Conny Paps, Business Consultant, NORRIQ Belgium and Chantal Vervaeke, Business Process Department Manager, Materialise Dental*

“With Microsoft Dynamics CRM, the circle is complete,” Chantal Vervaeke says. “We launch a campaign, we know exactly how many leads that generates, we can see the impact it has on the sales figures and we can evaluate everything for the next campaign.”

*Chantal Vervaeke, Business Process Department Manager, Materialise Dental*

Campaigns can also be tracked more closely and leads are sent automatically to the right salesperson. During a customer visit, the salesperson can call up a sales history and build on that while at the customer site.

Chantal Vervaeke says that “Dynamics CRM gives us a window that we can use to review some data from SoftAdmin, such as sales, products sold, licences, etc. We have also automated as many processes as possible. Microsoft Dynamics CRM will, for example, automatically take action if a sales contract in SoftAdmin is about to expire.”

Thanks to Microsoft Dynamics CRM, the sales managers have the reports they need to evaluate their client groups and sales teams and make adjustments.

## A powerful tool for the marketing department

Materialise Dental does not yet have many digital tools in the area of marketing. The need for an overview of the segmentation was growing, however, with the aim of carrying out focused campaigns. The basic functionality of Microsoft Dynamics CRM was sufficient to take care of that.

### For more information

For more information about the Microsoft products and services discussed, call +32 (0)2 704 30 00 or go to <http://www.microsoft.be/cases>.

For more information about NORRIQ, visit the website at [www.norriq.be](http://www.norriq.be) or call +32 (0)16 498 115.

You can find all of the information about Materialise Dental on the website [www.materialise.com/dental](http://www.materialise.com/dental).

### Software and Services

<b>Servers</b>	<b>Business Solutions</b> Microsoft Dynamics CRM
<b>Designer Tools</b>	
<b>Windows</b>	<b>Microsoft Services</b>
<b>Desktop Applications</b>	<b>Microsoft Technologies</b>
	<b>Partner</b>
	NORRIQ Belgium

“Microsoft Dynamics CRM is a great provider of leads for us,” Chantal Vervaeke says. “The package also gives us optimal supports in the launch of new products and sending out direct mail pieces.”

For that purpose, a link was built between the e-mail system and Microsoft Dynamics CRM. Customer clicks in links in e-mail pieces are sent directly into the system and the right salesperson is informed.

“With Microsoft Dynamics CRM, the circle is complete,” Chantal Vervaeke says. “We launch a campaign, we know exactly how many leads that generates, we can see how much the sales figures climb by and we can evaluate everything for the next campaign.”

### Integration of the customer service

At the time of writing, an analysis is being carried out at Materialise Dental prior to the integration of the customer service with Microsoft Dynamics CRM.

“When that happens, every incoming support question will be managed centrally and handled by priority and level,” Chantal Vervaeke explains. “Right now, everything is in a separate system, but it will be more efficient when we have all of the information together in Microsoft Dynamics CRM.”

### Microsoft Dynamics CRM as the driving force

“Microsoft Dynamics CRM will become the driving force in our company and the link between all of the other software,” according to Chantal Vervaeke. “To ensure that it does, we have a roadmap for the next three years, including extensive change management. Among the things we want to do is to build a bridge between Microsoft Dynamics NAV and CRM to make it possible to invoice across all of our offices. NORRIQ Belgium will assist us with their expertise,” she concludes.

Conny Paps, Business Consultant with NORRIQ says that “throughout the whole process, Materialise always kept the focus on the final objectives and approached everything in phases and very comprehensively. Management was totally unified behind the project, which made the collaboration ideal. From analysis to implementation, we were a tight team, which gave the project its strength.”