

SIRONA - SUCCESS STORY



LEAD MANAGEMENT AND CRM BASED ON TINE 2.0



Sirona – The Dental Company

Project scope:

- Analysis, consulting and concept
- Tine 2.0 software development (standard & customized)
- Support in migration and administration
- Software maintenance and support for operation
- Development and implementation of an on-site installation

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Sirona

Sirona is the global market and technology leader in the dental industry and worldwide partner for dental offices, clinics, dental laboratories and authorized dealers. The company develops and manufactures the complete line of dental equipment, including CAD/CAM systems for computer-aided ceramic restorations, digital imaging systems for intraoral and panoramic X-ray and volume tomography (3D) treatment units, instruments and hygiene gadgetry.

With groundbreaking innovations in all areas of dentistry, Sirona has been continually in the fore of technological progress since the invention of the first electric dental drill (1887).

“The Open Source solution Tine 2.0 has proven to be a powerful and flexible system that can be extended and applied easily. It allows us to ensure an effective cooperation and coordination even beyond the boundaries of the company.”

Heike Leyerer, responsible for the issue of CRM within sales CEREC, Sirona Bensheim

Initial situation

To make their sales activities and customer relationship management of complex data sets more efficient in the future, Sirona planned to replace their existing business software with a new groupware solution. A flexible software solution was required that would make it easier to merge contacts from various data sources. In addition, the groupware should allow external and internal employees to handle contacts and leads, to track and to share tasks and information to the respective leads.

After evaluating and comparing different groupware solutions, Sirona determined that a conventional groupware would not meet their individual requirements. Therefore, Sirona decided to use a individual extension of its Open Source groupware Tine 2.0. >>

Advantages at a glance:

- Powerful and flexible
- Arbitrarily expandable
- Easygoing usage
- Efficient cooperation and coordination even with external sources

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Solution

In Sirona's already existing groupware solution a lead management system got integrated, which is based on the Open Source software Tine 2.0. This extension allows the sales team - in addition to a location-independent maintenance of contacts or leads - to forward tasks and work packages as well as to share valuable customer information with other employees of the company.

Further advantages of the CRM extension based on Tine 2.0 are provided through the individual selection filter, a dedicated tracking system that logs the historical records of all changes and settings, as well as the modularity of the software that allows to adjust the software continuously to changing needs, requirements and structures in the future.



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About Tine 2.0

Tine 2.0 is the solution that integrates perfectly into heterogeneous environments and supports parallel work with Microsoft Windows, Mac OS X, Linux, and all major operating systems for mobile devices.

As a web-based collaboration solution Tine 2.0 allows you encrypted access to your data whenever you want - worldwide and around the clock.