

# ROI SHOWCASE

## Guidant Corporation

### INTELLISYNC CASE STUDY

#### Guidant Corporation

**Headquarters:** Indianapolis, Ind.

**Line of Business:** Cardiovascular  
Medical Products

**Application:** Intellisync Data Sync  
(part of Intellisync Mobile Suite)

#### Background

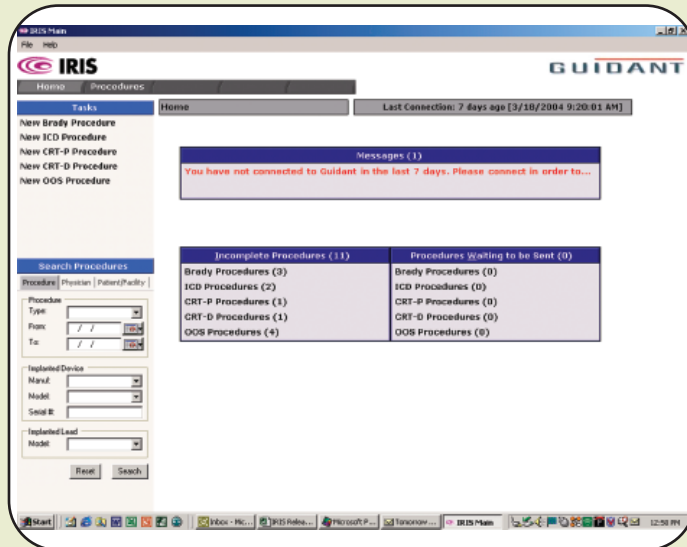
Guidant is a world leader in the design and development of cardiovascular medical products. The company's headquarters are in Indianapolis, with major operations in California, Minnesota, Texas, Washington, Puerto Rico and Ireland.

#### Challenges

Guidant's Cardiac Rhythm Management (CRM) group designs, manufactures and distributes implantable defibrillators, pacemakers and lead systems that treat life-threatening rapid heart rhythms. Last year Guidant embarked on a broad-based outreach campaign to ensure that the physician community, patients and their families—the people who drive healthcare decisions—were aware of the lifesaving benefits of these incredible technologies. With more than 1,300 direct sales representatives providing implant procedure support and delivery of product, Guidant needed a way to enhance the ability of its field team to do its job. Giving the field representatives access to critical data at the locations where they needed it most was deemed the critical first step in this campaign.

#### Solution

Guidant's salesforce automation team equipped the company's field representatives with laptops



running a collection of the most up-to-date applications. Access to the Guidant network was through dial-up, Wi-Fi or broadband connections with dual-factor authentication. The Implant Registration, Inventory and Sales (IRIS) system was the next major tool to be added to the Guidant salesforce toolbox. Intellisync Data Sync is the backbone of the IRIS system and possibly other software tools in the future. Intellisync Data Sync allows IRIS to distribute product and reference information to field representatives, and allows headquarters to capture data about implants for FDA compliance as well as up-to-date sales figures from the salesforce.

Intellisync Data Sync was selected

as the underlying mobile infrastructure platform because it was able to mobilize all Guidant's applications while protecting their IT staff from the inherent complexities associated with doing so. Intellisync Data Sync synchronizes relational databases with stored subsets of enterprise data on mobile devices, supporting anywhere access to key Guidant sales and support applications. It eliminates conduit coding by providing an easy-to-use Windows-based GUI that enabled Guidant's developers to define business rules for data synchronization. This capability significantly reduced deployment time, allowing Guidant quick ROI benefits.

With the help of Intellisync Data Sync, Guidant transformed its terms of competition in the industry and enhanced its ability to serve its clients. Guidant plans to expand the IRIS to a total of 1,500 mobile users on laptop and handheld devices over the next two years while adding up to eight more applications.

#### CONTACT INFORMATION:

**Intellisync Corporation**  
2550 North First Street, Suite 500  
San Jose, CA 95131  
(800) 224-5430  
www.intellisync.com