



Cianna and iQ4bis: Early Adoption to Support Innovative Treatment for Women

Cianna Medical, Inc. is a start-up medical device company focused on women's health and dedicated to the innovative treatment of early-stage breast cancer. Launched in 2007, the company manufactures and markets the SAVI breast brachytherapy applicator, for the delivery of radiation after lumpectomy surgery. The SAVI applicator allows contouring of the radiation dose, and is designed to make the benefits of accelerated partial breast irradiation available to a greater number of women. www.CiannaMedical.com.

Staying Ahead of the Game

With a heavy sales ramp-up planned, the management team at Cianna needed to keep their thumb on the pulse of the business and chose iQ4bis as an early, strategic IT purchase to integrate with their Microsoft® Dynamics™ GP system. "We viewed early implementation of iQ4bis as essential, knowing that it was important for us to have robust business analysis and reporting tools early in the game – before we reached the point of actual need," said Hugh Neuharth, chief financial officer for Cianna Medical. "The ROI for our company is based on getting in front of any sales and marketing analysis challenges. We knew that iQ4bis would deliver visibility of this information, and enable us to make the decisions necessary to stay on track with our revenue and company growth goals."

A Heavy Sales and Marketing Focus

As Cianna's sales team focuses on attracting new customers, the Company uses iQ4bis to quickly analyze product usage and patterns with current customers as an integral part of their overall strategy of providing the highest service levels in the industry. "Our sales team can quickly see what – and how frequently - our customers are purchasing, to help understand individual customer requirements," says VP of Sales Charles Bracken. "Additionally, we can track their performance and identify new opportunities to help the team achieve their sales goals." Cianna's sales management also draws on iQ4bis to quickly dissect sales performance at a regional and sales rep level, and identify usage patterns that will influence decisions on territory alignments.



Cianna Uses iQ4bis to Stay Ahead of the Game

Business challenges

- Obtain timely reports of sales results
- Analyze industry trends
- Accurately track financials and ROI
- Improve sales and marketing forecasting

Business results

- Rapid analysis of sales results
- Improved sales forecasting through more exact trend analysis
- Added levels of insight for comparing revenue to expense budgets

success.



Cianna and iQ4bis: Early Adoption to Support Innovative Treatment for Women (continued)

Cianna's marketing team will use iQ4bis to monitor product usage in key accounts/buying groups, and to identify trends in utilization within product families. "Our dual objectives are fast growth and control," says Bracken. "We need a robust, easily accessible way to analyze patterns, trends and comparisons. iQ4bis delivers a complete solution -not just a set of tools –that enables us to significantly improve our planning and decision making processes, and adjust accordingly as needed."

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Hugh Neuharth,
CFO,
Cianna

Controlled Spending

Like many organizations, Cianna knew they needed to accurately analyze their budget, forecasting and financial processes, but were unsure about the costs involved. Then they heard about iQ4bis. "We like the rapid implementation and ease-of-use that iQ4bis provides," adds Neuharth. "The system is simple and intuitive, and there was little need for prolonged training. Once our team saw how easy it was to slice, drill down and sort the information, they were sold – especially since it turned out to be an extremely cost-effective solution."

Cianna implemented iQ4bis for use mainly in sales and marketing, but has since used the technology in other areas as well, including finance and operations. "We use iQ4bis to provide department heads with an easy-to-use spending analysis tool," says Neuharth. "In addition, the financial team uses iQ4bis to analyze and monitor inventory and key vendor utilization."

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Who uses iQ4bis in Cianna

- Financiers
- Sales
- Marketing
- Operations

Benefits for Cianna

- Enhanced flow of critical business information throughout the organization
- Rapid analysis of sales results overall
- Optimized data integrity throughout the organization
- Sales and analytical reporting to monitor and manage rapid growth

Associated platform

- Microsoft Dynamics GP
- Microsoft SQL Server

iQ4bis views

- Sales
- Finance
- Purchasing
- Inventory

Key reasons Cianna selected iQ4bis

- Rapid implementation and rapid deployment
- Easy-to-use, intuitive interface requiring limited training
- Pre-defined views that could be easily modified to meet specific company needs
- One "single version of the truth" implemented company-wide

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