




Cantel Medical is one of the world’s leading company’s dedicated to delivering innovative infection prevention products and services for patients, caregivers, and other healthcare providers, all their solutions are designed to improve outcomes and help save lives. Via their portfolio of endoscopy, water purification and filtration, and healthcare disposables, Cantel Medical touches millions of patients each year around the globe and continues to grow.

Charged with providing the environment to seamlessly support the company’s ongoing expansion, Cantel’s information technology organization has focused their energies on anticipating and staying one step ahead of the organization’s continually expanding needs. Cantel’s continued fast growth coupled with their aggressive acquisition strategy presents a dynamic environment and ongoing challenges for their information technology infrastructure to uncover and introduce new ways to continuously improve and uncover new opportunities.

Keeping Pace with Accelerated Growth

One of those opportunities became more apparent near the end of 2015. Cantel did not have enterprise Business Intelligence (BI) capabilities beyond disparate data stores, legacy reporting tools and spreadsheets. The consequence of which included:

- No ability to conduct ad-hoc analysis of sales at a local or global level.
- No method to broadly distribute reporting.

- No ability to readily access information for improved visibility into sales on a day-to-day basis.

The effects of this were a challenged work flow that involved the analysts spending a large percentage of time manually pulling data to build reports and then emailing them out to managers who had to split up the data and send the data to their sales reps.

Even with this significant effort they were limited by the lack of a clear view to the detailed underlying data that could offer the team more precise key metrics or the ability to create detailed reporting.

Ultimately the Cantel team was exhausting lots of time and resources capturing and organizing data, then building spreadsheet reports on a daily basis, leaving little time to analyze the results in a timely manner. The net result was for all the effort, the organization was not getting the operational insights they needed to fully meet their goals.

Building a Better Way

After exploring a variety of options, Cantel developed a plan to build an enterprise BI capability to adapt to any future opportunities and to support ongoing company growth.

They decided on an approach that involved selecting a tool and implementation partner to build a sales analytics and reporting structure. eCapital Advisors was



“ Prior to our solution, the sales operations team spent their time extracting data from the data warehouse putting it into a spreadsheet, running macros, modifying spreadsheet formats and manually distributing them to the team.

Now the sales operations team has direct access to complete data, allowing them to answer analytical questions instantly.

To say the least, this solution has been transformative as it now allows business teams to focus more on action based analysis of real-time data and less time on report writing ”

**Steve Meek
Director,
Business Intelligence
Cantel Medical**



CUSTOMER ENABLEMENT

engaged to help build expanded analytics capabilities. At the same time Cantel selected IBM's Planning Analytics and BI solutions. Cantel's decision to select the IBM solutions was influenced by eCapital Advisor's experience with Cognos and credibility with IBM.

A Collective Approach: Everyone has a Role

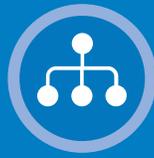
eCapital Advisors worked with Cantel leadership and key stakeholder to determine a general roadmap and a starting point. It was agreed that for phase one, the joint team would collaborate on delivery of a sales analytics solution for the US based endoscopy business. The team then began gathering requirements with key stakeholders, and documenting the various data sources to lay out a detailed action plan.

One of the key priorities was creating an

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overall design that would accommodate the dynamic nature of Cantel's growth. The team worked together to visualize a global model that met today's needs and accommodated emerging needs and future expansion. With the model scoped they quickly moved to develop, test and deploy the solution.

An important part of the delivery model was ensuring the business teams and stakeholders were able to provide direction



BUSINESS ANALYTICS

and input throughout the design and development of the project.

Ongoing feedback in relationship to the scope and quality during the development of the solution ensured that users from across the organization would get their needs met and would be capable of working with the end result.

This goal was further enabled through eCapital providing the business team with Planning Analytics end user training early in the process.

With the business team up to speed on the solution, they were well positioned to effectively provide ongoing feedback on design and were invested in both the testing and rollout of the solution.

A Shift from Gathering Data, to Benefiting from it

The initial phase rolled out on schedule and delivered the results Cantel had anticipated. The US sales operations team gained real-time access to their sales information coupled with the transparency to the analytics data they needed.

More importantly they gained the ability to access sales information instantly. This resulted in the business teams no longer spending their time extracting data but rather focused on analyzing it to make improvements in the business. Having all of the key analytics readily available for analysis has resulted in a



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more strategic focus on the business.

Future Phases: Spreading the Efficiencies

With the US endoscopy sales phase suc-

cessfully deployed, steps are underway to roll out similar sales reporting solutions globally. In addition, Cantel executives are now envisioning additional possibilities for further initiatives aimed at providing greater insights on a real-time basis across the organization.

Curious about how eCapital Advisors can help you?

eCapital Advisors is one of the nation's largest performance management and business analytics firms. Since 2001, eCapital has enabled clients including Post Cereals, Bunzl Distribution, Cabela's, Anheuser-Busch, Northwestern University and hundreds of others to make better business decisions through their high level software solutions and services.

eCapital is also one of IBM's largest resellers of analytics software in North America. The company has been frequently recognized with numerous awards including Inc. magazine's 5000 fastest growing companies.

Contact us today to discuss how we can help you meet your goals.