HuFriedyGroup Increases Sales and Reduces Costs by Modernizing Application and Data Integration

"Informatica helps us make life easier for our customers, our distributors, and our IT team. It also saves us money because we can do more in-house without relying on third parties."

Richard Behmer
Manager, Digital Technology Solutions
HuFriedyGroup

Goals	Solution	Results
Move from a third-party service to gain additional insights into customer purchasing data and reduce costs by transforming transactional data in-house	Timely integrate transactional data from SAP with a customer compliance portal to provide a view of consumables purchases	Builds customer loyalty by enabling targeted marketing and providing better insights into which products dentists buy
Empower sales and marketing teams to gain real-time customer insights of dental consumables such as gloves, bibs, masks, and cleaners	Automate transformations of transactional data that distributors upload to an FTP server and move it into SAP and Salesforce using Informatica Intelligent Cloud Services	Increases sales from dental consumables, helping HuFriedyGroup win market share
Enable seamless waterline testing for dental practices and schools to keep their patients safe	Move customer data from Salesforce to a third-party waterline testing company	Helps customers keep dental patients safe with clean waterlines

About HuFriedyGroup

HuFriedyGroup is a global leader in infection prevention and dental instrument manufacturing. HuFriedyGroup provides a complete circle of protection in the dental suite, bringing together world class products, services, education, and communities that result in superior clinician performance, outcomes, and safety for clinicians and patients.

Informatica Success Story: HuFriedyGroup

Dental professionals rely on HuFriedyGroup's products to do their best work and to keep their patients healthy and safe.

Although HuFriedyGroup manufactures these products, it doesn't sell them directly to dentists. Most of its sales go through authorized distributors or are sold directly to dental schools and government organizations. However, HuFriedyGroup does market directly to dentists, making it critical to understand their needs.

Until recently, it was difficult for HuFriedyGroup to access and query dealers' transactional data to better understand the end customers using its products. It relied on a third-party company to cleanse and transform the data, but the process was expensive and rigid. To reduce costs while increasing their control over customer data, HuFriedyGroup decided to bring the process in-house.

Richard Behmer, Manager, Digital Technology Solutions at HuFriedyGroup, is passionate about turning raw data into information that can be used to create business value. Behmer and his team selected Informatica Intelligent Cloud Services for a modern data integration platform.

"Informatica Intelligent Cloud Services appealed to us because we could move fast," he says. "We don't have to worry about infrastructure or maintenance. We saw that we could quickly and easily replace the third party that we were using and actually own the data so we could get the information we need to help our sales and marketing teams."

Drilling down into distributor data

At the same time, HuFriedyGroup had just implemented Salesforce CRM and wanted to drive adoption and put transactional information into the hands of its sales and marketing teams.

"We wanted to know exactly which products dentists were buying, down to the product SKU and the street address, so we could improve our targeted marketing and keep customers loyal," he says. "We also wanted to prepare to tackle other data-driven projects without expanding our IT team."

Now, HuFriedyGroup's distributors simply upload their transactional information and product codes to a secure FTP server, and Informatica performs all the transformations and matching. Then, as a part of the automated Guides feature, Informatica puts the data into a table in SAP and flags it as waiting to be cleaned. After the addresses are verified and matched with Salesforce records, Informatica puts the data back into SAP, indicating that it's ready to be consumed, and brings the information into Salesforce.

"Informatica Intelligent Cloud Services is the linchpin in pulling our distributor information together, so we have everything we need, down to the end customer's street address," says Behmer. "The support we've received from Informatica has been outstanding."

Helping customers stay compliant while increasing sales

Once Behmer and his team saw the power of Informatica, they used the same Informatica Cloud Connectors to enhance HuFriedyGroup's customer portal, called the GreenLight Dental Compliance Center. By combining customer data from Salesforce with transactional information from SAP, HuFriedyGroup enables dentists to stay compliant with infection prevention regulations while helping sales and marketing teams' better market and sell consumables, such as gloves, bibs, masks, and cleaners.

"We're using Informatica to bring information into our GreenLight customer portal so that customers can see where they stand on a compliance level, and sales and marketing can track consumables sales down to the individual customer to see if they're hitting their targets," says Behmer. "This will help us increase consumables sales, which is an area that the business has targeted for growth."

Bringing customers back, and keeping them

Like many companies, HuFriedyGroup experienced supply chain disruptions during COVID-19, and for a brief time certain products were unavailable. Using the integrations that Behmer and his team had built with Informatica, the HuFriedyGroup marketing team identified customers impacted by backorders and encouraged them to start ordering again once the products were available.

"Instead of sending out mass emails, we're able to market products much more intelligently," he says. "We were able to say 'Hey, we had significant back orders during COVID, and you haven't bought from us since then. Here's a discount code. Come back. We're better than ever.' And we saw a 3% increase in market share for the product we targeted.

The benefits of targeted marketing will last far beyond the pandemic, allowing HuFriedyGroup to suggest complementary products and bundles.

"We know our customers better now, and we know more about what they want and need," says Behmer. "Using Informatica to fuel our marketing engine will help increase customer loyalty and revenue."

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Informatica®

Inside The Solution:

- Informatica Cloud Data Integration
- Informatica Cloud Application Integration
- Informatica Cloud Connector for SAP
- Informatica Cloud Connector for Salesforce

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Staying lean and saving money

With all Behmer and his team have accomplished with Informatica, HuFriedyGroup did not need to increase the size of its IT team. And it can keep taking on new projects, including adding connections to any distributor who wants to send data.

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