

business and
technical solutions
for healthcare industries

www.openhealth.com.au



Capability Statement





OpenHealth – SugarCRM

OpenHealth has a long history providing CRM solutions to the Healthcare and other industries. We have been responsible for designing, developing, implementing and operating CRM (and related SFA or Sales Force Automation) solutions for several years. With this understanding we evaluated SugarCRM in early 2006 and adopted the solution as our sole CRM offering to the market. We have the necessary business and technical expertise to help our Clients create successful, business-focused CRM solutions based on SugarCRM.



In early 2008, OpenHealth became a Silver partner with SugarCRM. Towards the end of the same year we are proud to have been accepted as one of three Gold partners operating in Australasia.

Our mission is to be recognised as a premier partner in the region and assist our Clients to deliver creative, cost-effective, business-oriented solutions.

Capability

Business Consulting

OpenHealth offers more than simply technical understanding – technical solutions alone will not deliver good business outcomes. We believe that to deliver meaningful value, your business processes, your people and technology need to be aligned. Our consultants possess a depth of real-world business experience across small, medium and large enterprises to assist you with that challenge. We have developed a process model for CRM-related business processes and their integration to the wider organisation. Tools such as this help us to quickly identify the best way to achieve cost-effective success.

Our approach helps you to focus on meaningful, achievable goals. We help you understand those goals and the outcomes they will produce. With our business experience we can help you achieve CRM success.



Design & Configuration

SugarCRM is one of the most open, extensible technology solutions we have used. This openness and versatility makes it an ideal platform for integration with other products. OpenHealth has experience using SugarCRM in situations that a CRM by virtue of its name would not appear to be suitable for. We have experience applying SugarCRM in the following situations:

- As a traditional Customer Relationship Management solution with an emphasis on mobile Sales Forces
- As a Candidate Relationship Management platform for advanced HR/Recruiting purposes
- As a Practice Relationship Management solution supporting companies corporatising individual Health care providers
- As Practitioner Relationship Management platform presenting a consolidated view of individual practitioner performance

OpenHealth has deep experience integrating SugarCRM with a variety of mid-tier enterprise systems such as SAP BusinessOne, Microsoft Navision, etc; and also with tools used to craft broader solutions such as Pentaho (reporting/analysis) and Asterisk (telephony).

We can assist you to design business solutions that are not bounded by the capability of any one piece of technology. Furthermore we can integrate it into your existing enterprise solutions to provide you with a common portal for sales and marketing information.

Development

OpenHealth develops and markets a number of valuable SugarCRM-compliant extensions. These are generic in nature and extend any SugarCRM instance from release 5.0 onwards. These include:

- An Order function based on web 2.0 technologies. This is ideally suited to companies with large product catalogues and is far quicker to use than traditional shopping basket models
- A Profiling function that can be used for Prospects, Leads, Accounts and Contacts. This allows company-specific questionnaires to be created against any of these, which are then quickly maintained by your sales or marketing team. This acts as a powerful means of segmenting customers used in conjunction with standard SugarCRM reporting
- A Dashboard function that augments the existing home page or dashboard layouts and allows for dashboard definitions to be configured at a Role level. Users can personalise a layout, but the default is based on a Role and not the generic SugarCRM version



- A Sales History/Sales Analysis function that makes actual sales results available together with standard CRM information. This helps contextualise field activity in a way that is not possible with standard CRM information

Using the power of the standard SugarCRM toolset together with strong integration knowledge and experience, OpenHealth can help you create versatile business solutions.

Training

OpenHealth operates a training centre and is able to provide classroom-style learning for Clients and Partners alike. We routinely train groups of end-users and we welcome the opportunity to discuss your SugarCRM training requirements to determine whether we can assist.

We can provide:

- Business-level training and awareness, which is particularly valuable in determining the scope of CRM initiatives
- Functional training on SugarCRM modules
- Technical training on SugarCRM administration or development
- End-user training focused on understanding how to complete work tasks as opposed to functionality insight

Summary

Talk to OpenHealth about how we can use our experience and solutions to assist you. Although we have strong Health Industry domain expertise, we also have strong SugarCRM skills that can be employed in any industry.

Reference provided on request.

