



Case Study

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# Rebuilding Trust Through Data

How a medical device manufacturer unified  
sales and marketing

# Why Trust Starts with Data

## A Case for Unified Sales and Marketing Systems

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### The Challenges

#### A trust deficit and inconsistent messaging

In the medical device industry, trust is as essential as innovation. Devices that impact patient health are subject to strict regulations to ensure safety, and a key part of building trust with patients, providers, and regulators is clear, accurate, and timely product information.

For one leading medical equipment manufacturer, this trust was slipping. Product data was spread across siloed systems, and teams struggled with outdated tools that made it difficult to maintain consistent, high-quality information. The consequences were serious: incomplete or incorrect product details not only risked regulatory penalties and recalls but also undermined confidence across their customer base.

Internally, the cracks were just as visible. Sales and marketing teams lacked a unified source of truth.

Planning and reporting required manual work — digging through spreadsheets and disconnected documents across multiple locations. With no central system, messaging varied by team, leading to inconsistent go-to-market strategies and confusing customer experiences.

This fragmentation created a growing trust gap, both inside and outside the organization. Teams couldn't measure what was working, campaigns lacked alignment, and without reliable insights, valuable time and resources were being spent with little return. The risk of lost opportunities — and lost revenue — was becoming all too real.

To close this gap and restore stakeholder confidence, the company turned to Salesforce.



# The Turning Point

A centralized approach for trust-building

To navigate these complex challenges, the manufacturer partnered with Persistent — bringing decades of Salesforce experience and a deep understanding of the client's data landscape.

Persistent implemented a comprehensive solution across Salesforce's Sales, Marketing, and B2B Commerce Clouds, creating a unified platform that transformed how product data was managed, shared, and used.

With B2B Commerce Cloud, the company could now pull product information — specs, usage guidelines, safety details — directly from distributed systems, ensuring every piece of data on the e-commerce portal was accurate and consistent. Automated validation of details like manufacturing dates and contraindications empowered customers to make informed decisions, reinforcing trust at the point of sale.

For internal teams, Persistent replaced the fragmented Excel-based planning process with a centralized system using Salesforce Sales Cloud, fully integrated with the company's customer relationship and enterprise resource planning tools. This shift gave sales and marketing teams a single source for forecasting, segmentation, and campaign planning, unlocking real-time insights into customer behavior and market needs.

By mapping existing structures into Salesforce and integrating them with MS Navision ERP, Persistent broke down data silos and enabled cross-functional collaboration. Teams could finally build and run coordinated, data-driven campaigns — aligned in messaging, grounded in reliable data, and better equipped to drive results.

## The Outcomes

Better transparency, collaboration, and communication

With Salesforce as the backbone, the company gained full visibility into its product and customer data — bringing clarity to operations, alignment across teams, and credibility to external communications.

Sales and marketing became measurably more effective. With real-time insights into buyer behavior and campaign performance, the teams were able to increase lead conversion rates and better understand which efforts were driving revenue. What was once a blind spot became a performance engine, grounded in data.

The move away from manual, spreadsheet-based processes also led to notable time and budget savings, enabling faster campaign execution and improved flexibility.

Product managers could now manage the entire product catalog from a centralized system, simplifying updates and ensuring accurate data reached distributors and customers across global markets. This not only streamlined internal workflows but also rebuilt trust externally — ensuring stakeholders had access to the right information, at the right time.

Through a carefully designed Salesforce implementation, the client didn't just modernize their tools — they reestablished trust, improved operational efficiency, and positioned themselves for long-term growth.



# Re(AI)maging<sup>TM</sup> the World



**Your data is costing you trust, learn how to fix it before it costs you customers.**

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## About Persistent

Persistent Systems (BSE: 533179 and NSE: PERSISTENT) is a global services and solutions company delivering AI-led, platform-driven Digital Engineering and Enterprise Modernization to businesses across industries. With over 25,000 employees located in 18 countries, the Company is committed to innovation and client success. Persistent offers a comprehensive suite of services, including software engineering, product development, data and analytics, CX transformation, cloud computing, and intelligent automation. The Company is part of the MSCI India Index and is included in key indices of the National Stock Exchange of India, including the Nifty Midcap 50, Nifty IT, and Nifty MidCap Liquid 15, as well as several on the BSE such as the S&P BSE 100 and S&P BSE SENSEX Next 50. Persistent is also a constituent of the Dow Jones Sustainability World Index. The Company has achieved carbon neutrality, reinforcing its commitment to sustainability and responsible business practices. Persistent has also been named one of America's Greatest Workplaces for Inclusion & Diversity 2025 by Newsweek and Plant A Insights Group. As a participant of the United Nations Global Compact, the Company is committed to aligning strategies and operations with universal principles on human rights, labor, environment, and anti-corruption, as well as take actions that advance societal goals. With 468% growth in brand value since 2020, Persistent is the fastest-growing IT services brand in 'Brand Finance India 100' 2025 Report.

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