



CASE STUDY

Neev Systems implemented Salesforce to help Cepheid achieve operational efficiency and a greater CX



About the Client

Cepheid is a leading molecular diagnostics company based in the United States. They specialize in automating nucleic acid tests for the identification and analysis of pathogens and genetic disorders. Cepheid offers clinical tests for various healthcare-associated infections, infectious diseases, sexual health, oncology, and genetics.



Challenges

Before engaging with Neev Systems, Cepheid faced the following primary IT challenges:

- ▶ Multiple vendors support various domains in the Salesforce application.
- ▶ Lack of a single trusted partner to support the entire Salesforce application.



Solutions



- ▶ Neev Systems took on the role of Cepheid's trusted partner for their Salesforce application, providing end-to-end support and enhancement. We worked on critical implementations such as Sales process enablement, CPQ Rollout, Field Service Lightning Implementation, Lightning Migration, Case 2.0 Implementation, and Communities Implementation.
- ▶ The implementation approach began with a 2-member staff augmentation model in 2019 and gradually expanded to accommodate the growing needs of Cepheid.
- ▶ We operated in a dual-shore model, delivering support and enhancement services across multiple regions, including NA, EMEA, and APAC.

Application/Technologies Used:

- ▶ Salesforce (Sales Cloud, Service Cloud, CPQ, Field Service Lightning, Communities)



Benefits

Neev Systems delivered measurable improvements and the following business benefits:

- ▶ Accountability and end to end ownership.
- ▶ Support across all modules and multiple regions.
- ▶ Improved TAT and adherence to agreed SLAs, maintained above 98% consistently.
- ▶ Streamlines sales processes, improved quote accuracy the resulted in revenue growth.
- ▶ Enhanced productivity for the field service team through efficient schedule management and mobile access.
- ▶ Real-time inventory visibility and proactive maintenance, resulting in improved customer satisfaction.
- ▶ Improved user experience, productivity, and mobile capabilities through Salesforce Lightning migration.
- ▶ Access to lightning-ready apps fostered collaboration, automation, and intelligence.
- ▶ Enhanced collaboration, provided valuable sales analytics, and improved customer experience through CPQ implementation and support.

Approach and Methodology



Neev Systems' approach involved providing end-to-end application enhancement and support across multiple modules in multiple time zones, aligning with Cepheid's global operational needs. We focused on delivering high-quality results, maintaining SLAs, and supporting critical implementations to help Cepheid achieve its business objectives.

We participated in critical implementations, including sales process enablement, phased CPQ rollout for different regions, Field Service Lightning implementation, Salesforce Lightning migration, Case 2.0 Implementation, and Communities implementation. We also addressed Cepheid's specific needs through customization and integration within the Salesforce application.

Our experts provided continuous support and maintenance services to Cepheid, which involved monitoring the application, addressing user queries, resolving issues, and ensuring the system's smooth operation.

Throughout the process, we maintained close collaboration and communication with Cepheid's teams, fostering a strong partnership and ensuring that the delivered solutions aligned with the client's business objectives and operational goals.

About Neev Systems

Neev Systems is a reliable IT partner committed to providing tailored solutions and services in and around Digital Transformation, Cloud Computing, Integration Services, ERP Solutions, and Product Engineering Services. We take pride in helping businesses transform their vision into action by offering comprehensive implementation support where our experts collaborate closely with clients to understand their goals and challenges.

Partner with us and experience the benefits of working with a trusted IT partner that delivers exceptional quality and value.

[Contact Us](#)



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