

**Company:**

Ceva Santé Animale

Applications:

Sales enablement iPad app

“MicroStrategy does not just provide a great technology, they are a great team that we consider a partner, not just a supplier.”

“MicroStrategy was not only our choice because of their technology but also for going the extra mile. We have a really strong relationship with the MicroStrategy team and they are great.”

– Francis Tricot, Chief Information Officer,
CEVA Santé Animale

Ceva Santé Animale is a global veterinary health company focused on research, development, production and marketing of pharmaceutical products and vaccines for pets, livestock, swine and poultry. CEVA provides products and services to protect the lives of animals that ultimately benefit the well being of every person on the planet. CEVA was founded in 1999 and has grown to be the 9th largest veterinary health company in the world with locations in 40 countries with revenue of approximately 700 Million dollars and double-digit growth.

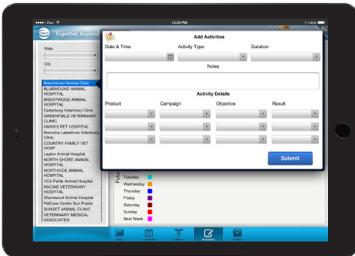
MicroStrategy provides the answer

In 2009, CEVA received proofs of concept from MicroStrategy, Cognos and Business Objects. MicroStrategy was the clear winner. As stated by Francis Tricot, “My IT strategy is to have everything on all devices without VPN (PC, Mac, iPad, Android and Blackberry). It has to work everywhere and on all platforms.” Tricot adds, “My idea was to really be able to empower users so that they can create reports based on the data filtered to their country, to their role, and to their responsibilities. For that, MicroStrategy, with their metadata and security model, is much better than any other software.”

CEVA goes mobile

CEVA Santé Animale built a sales enablement app on the MicroStrategy Mobile App Platform, which aggregates CRM, ERP and sales data, and makes that information available to sales reps both online and offline. CEVA's Chief Information Officer, Francois Tricot says, “Our sales reps only have a short 15 minutes with their clients and they need to use all this time for their visit; they can't waste time waiting for technology or information. The MicroStrategy sales app is very easy to use and provides quick access to all the data they need to customize a conversation with a client, even if they don't have network connectivity. Sales reps don't like having to go back at the end of the day and update the CRM tool; they want a tool that helps them perform their job throughout the day. Using the app, I expect that the sales reps will be able to sell more.” Tricot adds, “The MicroStrategy app also helps sales reps to focus on the right client and to optimize their time. Further, they can re-schedule their days very quickly. They use an integrated Google map view to select a different nearby client to visit in the case that one client cancels a meeting at the last minute.”

When discussing CEVA's implementation experience, Tricot says, “MicroStrategy's consultant team worked very quickly to make our app project a success.



[With the MicroStrategy App] the information is right out there in front of you, and compared to how cumbersome and difficult it was to extract the most basic information from our previous tools, you are going to love using it! I hate to give you the commercial. I don't mean to be a reckless cheerleader for MicroStrategy, but you're really going to like this app. I do."

–Joshua Pickell
Territory Manager, DC and VA

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It was a real diamond for CEVA to discover that not only was MicroStrategy their BI solution but that MicroStrategy also provides the platform for building Mobile Applications. Tricot states, "We can build it once and then run it on several platforms. It makes a big difference." CEVA was amazed that it only took 3 months from concept to production of their mobile application. This time period included data modeling, creating I-cubes, datasets, reports and the first iteration of the application. Once the app was in production, the initial number of users ramped up to 70 people. In the near term, the number of expected users will rise to 700 people in multiple countries around the world.

CEVA mobile future

According to Tricot, "Development is already underway for additional applications on the iPad. I've got projects that are running right now for an analysis of the local sales for country managers so they can go in depth into the sales of their products. I am going to build the same at a corporate level to aggregate all country sales." Tricot continues, "It's also important that we take the data from the consolidation, financial consolidation, financial performance software, P&L data, sales, and inventory to build an application for top management."

CEVA's iPad application uses the MicroStrategy map widget so that sales representatives can schedule their day, see nearby customers, and can quickly make changes when cancellations occur. Plans are underway at CEVA to implement this as well as additional functionality in a mobile phone application which will further enhance the way their sales force works.

MicroStrategy provides a return on investment

A timely return on an investment is important when choosing the tools necessary for a company's growth. CEVA is seeing a great return on their investment by choosing MicroStrategy. Sales representatives have become more productive and perform their job better. The ability to work when offline, coupled with instant access to their application and use of transactional services, promotes productivity and allows the sales force to focus on the business at hand.