

HEALTH & LIFESCIENCES CASESTUDY

Streamlining Sales Communication for a Biotechnology Giant

INDUSTRY: HEALTH AND LIFE SCIENCE
Waltham, MA | 10,000+ employees



The Challenge

Thermo Fisher Scientific, a biotechnology product development company, was in search of a platform that would help the organization collect and distribute up-to-date sales and marketing content. The key challenge was being able to distribute large quantities of different types of information amongst the marketing and sales team in a very efficient manner. With such a large quantity of products, the organization needed a platform that could handle the complexity of sales and marketing content for their expansive catalog.

The Solution

Before discovering Mediafly, Thermo Fisher Scientific had been archiving and organizing content with software that was not fulfilling their needs. Once working with Mediafly, they were able to use the platform's tools to align, organize, and distribute content, helping them phase out the previous tools being used. Mediafly's platform built a better internal communications infrastructure, notifying stakeholders when major changes and advancements were made to the content. This also changed the way the organization could communicate externally with current and potential buyers. The sales team was able to be more nimble and efficient; being able to create a collection of PDFs and videos through a single email that could be sent to buyers.

The Result

Mediafly's platform has become a central component for Thermo Fisher Scientific's sales and marketing processes. The platform has helped the organization understand the success of different marketing campaigns and utilize the platform to track the usage amongst the company's sales team. Due to the success of the platform, it has extended its usage beyond the organization's sales and marketing team, expanding their users to the product development team.

About Mediafly

Mediafly is a mobile sales enablement solution that enhances how brands engage prospective buyers. By using Mediafly's technology, marketing and sales teams at companies including PepsiCo, Disney, GE Healthcare, MillerCoors and Charles Schwab, are able to deliver custom, dynamic sales presentations quickly and efficiently, engaging customers with insights that are relevant to them. Mediafly's Evolved Selling™ solution enables sellers to be more flexible, insightful and interactive in their sales interactions, resulting in increased sales and stronger customer relationships. Mediafly has been named to the Inc. 5000 list of fastest growing companies for four years consecutively in addition to being named Inc.'s Best Places to Work of 2017. Visit Mediafly.com or follow @Mediafly for more information.

Interested in learning more? Visit us at mediafly.com or call 1.312.281.5175.

“Mediafly is an essential part of our sales campaigns. The team that uses it is really enamored by it, and relies on the platform for their success.”
- Digital Manager, Thermo Fisher

MEDIAFLY CLIENTS

GE Healthcare



ThermoFisher
SCIENTIFIC

NxSTAGE®
Invent. Improve. Inspire.