CUSTOMER SUCCESS STORY

MOOG®
Moog Inc.  
*Medical Division*

Moog originally started as a designer and supplier of aircraft and missile components. Today, its motion control technology is used in a variety of applications, from commercial aircrafts to medical infusion systems. Moog’s medical division is focused in applying advanced technologies to simplify processes, increase safety, and enhance patient and caregiver outcomes.

**Headquarters**  East Aurora, NY, USA  
**Industry**  Healthcare  
**Website**  www.moog.com/medical

### The Challenge

We had Salesforce, but no one knew how to use it. After awhile, everyone went back to Excel. Data had to be input manually - which always brings the possibility of inaccurate data. It wasn’t efficient or scalable. A part of my job was to get everyone using Salesforce. Well, I knew hardly anything about it - I knew it existed. It was... stressful.

* - Jade Martinsen *Sales Support Coordinator*

The team at the medical division of Moog faced three main challenges:

**Adoption**  While Moog had purchased Salesforce, it was never truly rolled out. After awhile, the employees reverted back to processes without Salesforce.

**Training**  The internal admin for Moog had little knowledge or experience with Salesforce. She had three months to go from inexperienced to the in-house expert.

**Manual Processes**  Without the ability to use Salesforce, the team at Moog reverted to largely using Microsoft® Excel®. Manually entered data could cause issues with accuracy. In addition, generating reports could take hours.
The Solution

After starting over with Salesforce, Simplus really walked me through the entire process. I asked questions via email probably daily, and most of the time I got answers back in literally minutes. Communication was incredible the entire time working with Simplus. It was a crazy good level of customer service.

- Jade Martinsen Sales Support Coordinator

Implementation

While Moog already had Salesforce, it had never been set up correctly. Simplus deleted everything and implemented Salesforce the right way.

Training

Moog’s internal admin had very little Salesforce experience. A Simplus team member worked with their internal admin every step of the way. Moog’s admin is now adept and confident in Salesforce. With her training, she was able to give a presentation to Moog’s CEO and other executive team members. After her presentation, she was asked by a different division if she could implement Salesforce for them and train their team.

Reports & Dashboards

Simplus was able to recreate custom reports & dashboards that perfectly mirrored the ones that Moog was used to, which helped ease the transition. From there, Simplus created new & additional custom reports to help Moog see data they needed to make important business decisions.

Custom Development

Simplus built a custom calculator that quickly allowed Moog’s team to see gross margins and revenues based upon 54 different product set combinations against a suggested quote price. This calculator required multiple formula fields, flows via the process builder, and apex triggers to be developed and configured.

The Results

Working with Simplus really was a game-changer. I feel really comfortable using and teaching Salesforce now. And with everyone using Salesforce correctly, I can generate reports in minutes instead of hours. We’re definitely faster and more efficient than before.

- Jade Martinsen Sales Support Coordinator

29% Increased Efficiency

50+ Hours Saved/Month

80% Faster Report Generation