

# Two worlds, one solution.



## Covidien Completes Unique Eloqua and Salesforce Integration with DemandGen, Enhancing Sales and Marketing Insight and Alignment.

### SITUATION

Covidien is a leading global healthcare-products company that creates innovative medical solutions for better patient outcomes and delivers value through clinical leadership and excellence. The company manufactures, distributes, and services a diverse range of industry-leading medical devices and supplies. With revenue of \$9.9 billion, Covidien has 38,000 employees in 70 countries and its products are sold in more than 140 countries.

Covidien's medical products range from adhesive bandages and hernia mesh to ventilators and advanced surgical technologies. The complexity of the products is magnified by the one-to-many relationship its leads have with multiple organizations, and the frequency with which lead data spans multiple products and sales organizations. As a result, it was a challenging, manual process to correctly route leads from events and Eloqua forms. In addition to being tedious, this process lacked accountability, visibility and consistency, leading to a knowledge gap between Sales and Marketing.

Covidien enlisted help from DemandGen to integrate its two instances of Eloqua—one for Surgical Solutions (SSG) and one for Respiratory and Monitoring Systems (RMS) – with a single global Salesforce instance and effectively route leads across global sales organizations. DemandGen enabled the integration by capturing requirements, consulting on best practices, designing a solution to bet fit Covidien's needs, and assisting with build-out of the new solution.

### CHALLENGE

The two biggest challenges of the integration were reconciling the one-to-many relationships between contacts and accounts in Salesforce, and creating master/child leads to effectively route leads across a complex sales organization. The Eloqua instances of two separate business units had to be integrated with one Salesforce environment to create master and multiple child leads from a single form submission, which could be routed appropriately across multiple business units and global



## COVIDIEN

### SITUATION

Needed to integrate two instances of Eloqua with a single global Salesforce instance to effectively route leads across global sales organizations.

### SOLUTION

Unique integration provides Covidien's Salesforce users with a 360-degree view of a contact's engagement, including opportunities, lead sources and digital body language, enabling automated lead routing to the appropriate business units.

### RESULTS

The integration gives sellers access to data points and functionality they never had before. A documented business process for cross-functional collaboration provided the foundation for a Marketing Operations Center of Excellence and a Marketing Demand Center. Additionally, Marketing can now provide tangible evidence of its influence over lead conversion and resulting revenue.

“It's truly a game-changer for us, because marketing is now able to track its influence on revenue.”

– Vince Rainsford, VP of Marketing Operations, Covidien



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regions.

Integrating the RMS and SSG Eloqua instances with Covidien's Salesforce instance would accelerate revenue growth by deploying eMarketing campaigns that create demand for Covidien products and services. After the integration, Covidien would be able to make good use of its investments in Salesforce and Eloqua by developing and implementing campaign and lead-management processes that close the loop and enable Sales and Marketing ROI analysis.

"We had to establish service-level agreements between Sales and Marketing to define leads and lead conversion, and devise a way to provide tangible measurement of Marketing's contribution to the Sales pipeline," said Vince Rainsford, Vice President of Global Marketing Operations, Covidien. "If done right, the solution would automate lead lifecycle campaigns, based on lead disposition and other Salesforce data."

## **SOLUTION**

To accommodate two separate Eloqua instances and maintain Eloqua system "ownership" between lead records in Salesforce, segmentation by business unit was key to successful inbound (and outbound) integration. Lead Record Types—one for SSG and one for RMS—are now assigned to each lead to filter them and determine which Eloqua instance the lead will sync to.

Since many Covidien Global Business Units (GBUs) using Salesforce.com don't yet have a marketing automation platform such as Eloqua, the integration was designed to permit non-Eloqua GBUs to leverage Salesforce in a way that won't affect the integrated systems. For example, the Salesforce environment is separated into record types that align with the different GBUs. With this approach, when pulling data into Eloqua or updating data in Salesforce, only records belonging to a GBU's Eloqua instance would be affected. Anything outside that GBU can be modified by other means.

DemandGen assisted Rainsford and his team in conducting training for Marketing and worked to align Marcom, Product Marketing, Marketing Operations and Sales Operations during the planning phase. "The training and rollout produced documentation for a lead-management playbook for other regions and business units to follow," said Rainsford.

Implementation took one year from scoping to launch and involved members of Covidien's Center of Excellence team, business unit owners of the individual Eloqua instances, and consultants from our partner, DemandGen. Additional support was provided by Covidien's project management and IT teams. Future implementation phases are currently underway, with the goals of expanding auto-synch capabilities and merging into a single Eloqua instance.

## **RESULTS**

Integrating Eloqua with Salesforce has provided numerous benefits to Covidien's Sales and Marketing teams. Because all campaigns are built and executed in Eloqua, but the tracking and reporting exist in Salesforce, Covidien can see associations between leads and campaigns.

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“The Campaign tab in Salesforce.com allows us to track campaign behavior, including who responded to a campaign,” said Rainsford. “Salesforce also tracks the campaign to which a lead first responded before it becomes an opportunity, enabling us to see the contribution of marketing campaigns against the opportunity and, ultimately, against the pipeline.”

The integration gives sellers access to data points and functionality to the Salesforce Contact, Lead and Campaign tabs they never had before. Additionally, the documented business process for cross-functional collaboration has led to the foundation of a Marketing Operations Center of Excellence and a Marketing Demand Center. “It’s truly a game-changer for us, because marketing is now able to track its influence on revenue,” said Rainsford.

Initial metrics over the first four months of implementation for both the SSG and RMS instances of Eloqua were as follows:

- Total Leads Routed through Integration Program: 1,537
- Sales Leads Converted to Opportunities: 23
- Sales Leads Unconverted: 1,514
- Total Lead Pipeline Contribution: \$1,016,000

Additional benefits include:

- **Improved Sales and Marketing alignment:** Thanks to the collaboration on this project, Covidien Sales and Marketing teams now have an agreed-upon SLA to foster compliance with lead management.
- **Improved segmentation to enable lead lifecycle campaigns:** The new solution provides Salesforce users with a 360-degree view of a contact’s engagement, including opportunities, lead sources and digital body language. These data points enable lead lifecycle campaigns and account-based marketing
- **Improved email opt-in/opt-out insight:** Prior to the integration, each Covidien GBU maintained its own opt-in/opt-out language and tracked opt-out independently. While that’s still the case, the data is now also captured in Salesforce. In the future, if sales wants to introduce sales-specific campaigns, it can leverage information in Salesforce.com

According to Rainsford, additional integrations with Salesforce will enhance data-driven marketing efforts at Covidien moving forward. “Covidien RMS and SSG marketing teams are working together as a de facto Center of Excellence to leverage the technology and best practices,” he said. “We are finalizing the merger of our two Eloqua instances into a single global instance and expect to see additional integration programs to further enhance data-driven marketing.”