

Apps Associates Helps Quanterix Continue to Achieve Success with Salesforce Migration



Quanterix®
The Science of Precision Health



As a rapidly scaling biotech company, digitizing biomarker analysis to advance the science of precision health, Quanterix is on a mission to transform today's sick care into tomorrow's early detection and disease prevention sciences. Driven by the need to have a consolidated commercial data system to analyze consistent, 100% accurate and real-time input, Quanterix needed a single platform solution to streamline and automate commercial processes, while ensuring a seamless and enjoyable customer experience. The solution that could make those needs a reality? **Salesforce.**

With the decision made as to what tool would best support the company's goals, they needed a partner who not only had extreme proficiency with Salesforce integrations, but one who would lead and advise on the implementation of the best-in-class solution to get the job done correctly. Something the incumbent was struggling with. With demonstrated expertise in the space, Apps Associates took over and was poised to see the project across the finish line and help position Quanterix for continued expansion.

Roadblocks to Success and Sowing the Seeds for Future Growth

Leading up to the decision to implement Salesforce, Quanterix was experiencing shortfalls with their existing tech stack that could not support the company's commercialization goals. A lack of automation made the sales cycle unnecessarily complex and in turn, made tracking and management more difficult than it needed to be. With the entire commercial side of the business – which makes up approximately 50% the company – reliant on the system, Quanterix found themselves in need of a

solution that would not only alleviate issues caused by the limitations of their current software, but would also provide:

- ✓ **A 360-degree view of the customer**
- ✓ **Real-time data and analytics**
- ✓ **A single consolidated platform to be used across the entire company**

"Salesforce is best in class," said Nick Mitropoulos, Quanterix's Vice President of Commercial Operations,. "They're the leader and they're best practice. We went with the number 1 CRM solution

that provides a good support system to help with user experience (UX) and an ecosystem of support through 3rd party partners, like Apps Associates.”

In addition to addressing immediate business needs, Quanterix knew that in order to ensure unimpeded scalability, they needed to implement the building blocks for automation and infrastructure early on the commercial side of the business that would allow for future licenses and other technologies around Salesforce. By building this foundation, they would prevent a game of catch up further down the line – helping them stay ahead in their planning process.

Apps Associates: The Partner Quanterix Knew They Needed

Due to the complexity of an implementation of this nature and size, Quanterix ultimately needed a partner that could see this project across the finish line. Having worked with Apps Associates previously, Mitropoulos had seen their expertise firsthand and knew that the [Salesforce Silver Consulting Partner, with over 170 Salesforce certifications](#), would be able to leverage their Salesforce skillset in order to pick up where a previous partner had left off.

With a team of four Apps experts and eight internal employees from the Quanterix side dedicated to the implementation, the project was in good hands. Apps structured the process into two sprints – Service Cloud and Sales CPQ Cloud – in order to keep the team organized and on-track. Each sprint was completed along a Rapid Implementation Timeline that consisted of six weeks of implementation followed by two weeks of post-production support through [managed services](#), which were delivered by the Apps team.

To further organize the project and ensure a transparent and seamless transition from old system

to new, Apps leveraged pre-defined user stories to show detailed plans of each step of the process. At their most basic level, these stories were workflow plans that helped provide a clear view of each phase and step to ensure the desired outcomes of the project were achieved. “I liked Apps’ story idea and the system of project management that they put in place with them – it was awesome,” Mitropoulos said. After 6 weeks of structured implementation, Salesforce was up and running on budget and the company, “couldn’t be happier”, according to Mitropoulos, who went on to say:

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Throughout the process, the Apps team leads were always available. They actually came in and sat with us, walked through the requirements documentation, made changes with us in real-time and would play things back to us and ask questions. They gave a clear view into each process and had a step to ensure the desired outcome. The Apps team was honest about what was working and what wasn't so we could course correct if need be. They never got frustrated or said something couldn't be done. It wasn't a vendor/customer relationship, it was a partnership and is now becoming more of an advisor role. We really looked to them to give us advice and they got it done.

Nick Mitropoulos

Quanterix's Vice President of Commercial Operations

Key Benefits

Following the Salesforce migration, Quanterix has seen a complete 180 in the way they work, from employee experience to more streamlined reporting processes. Now, employees are able to open up analytics every morning, see what was booked the night before, and access updated analytics up to four times a day. Not only is the data more accessible and accurate, but it also provides deeper insight than was previously available, including what region, product, and market segment each order was placed for. This heightened level of detail from the new software has enabled the almost 500 employees who rely on it daily to see the whole story when speaking to customers, which in turn, helps the sales team leverage powerful information to help drive new opportunities for their pipeline.

Now, with one source for data, employees are empowered to self-serve and become more autonomous, creating a better workflow and team dynamic overall. Thanks to Apps and the innovations and improvements from Salesforce, Quanterix is now poised to integrate their ERP system through the tool and make it the true system of record for the entire organization – not just on the sales side. According to Mitropoulos, “this project is going to change the way we do business.”

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Nick Mitropoulos
Quanterix's Vice President of Commercial Operations

Looking to learn more about how Apps Associates can support and guide your [Salesforce migration](#)? Visit us online or follow Apps Associates on social media [Twitter](#) and [LinkedIn](#).

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