Miracle Software, a new IBM Commerce Business Partner, collaborates with IBM Commerce Sales General Business Mid Market Business team to close $70K Healthcare Industry win at MedAssets

The Players:
MedAssets, headquartered in Alpharetta, Georgia, acquired The Broadlane Group in 2010. The Broadlane Group has been a long time EDI customer of Miracle Software, their trusted business advisor and active IBM Premier Business Partner. Miracle Software is one of the early adopters of the Commerce Business Solutions provided by the Sterling Commerce products, and began a collaborative sales cycle with the IBM Commerce Sales team to support the MedAssets/Broadlane opportunity.

Business Challenge:
The project arose due to a change in Broadlane's hardware which required a CPU upgrade and new test environment. Miracle Software quickly identified the opportunity to up-sell the customer on additional IBM Sterling Integrator licenses as well as additional hardware.

Business Solution:
The expanded hardware purchase allowed a more robust software solution which helped:
– Automate additional annual steps
– Relieve administrative burden
– Enable new business processes
– Meet standards for information security and compliance

Results:
The sales collaboration resulted in a $70K license sale of IBM Sterling Integrator. Miracle Software will be able to leverage their Sterling Commerce past experience and best demonstrated practices implementing software at MedAssets/Broadlane. Miracle Software already has several more leads they are pursuing for the IBM Commerce sales team.

Winning Team:
– Gina Esquinas - IBM Commerce Business Solutions Software Sales Specialist
– Brett Ingram - IBM Commerce Business Solutions Sales Director
– Michelle Lamb - IBM/Sterling Business Partner Manager
– Johnny Chandra - Sales Director, Miracle Software
– Vedavyas Avula - Primary Architect, Miracle Software

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