

*Narrator:* Welcome to an IBM Cognos Express midsize business analytics success story video. In this video, IBM and Cognos, an IBM premier business partner, speak to Leslie Freeman, Director of IT with Mercury Medical, with headquarters in Clearwater, Florida.

*Leslie Freeman:* We are a comprehensive healthcare company specializing in anesthesia, respiratory, and critical care products and services. We've been in business nearly 50 years, and we're headquartered in Clearwater, Florida. We have a location in Atlanta. We maintain both inventory of equipment and repair parts. We are recognized for excellence in manufacturing high quality medical products. We supply all resources in education and training, including clinical specialists, ensuring that the transition to premium high-tech patient care is seamless.

*Narrator:* Recently, Mercury Medical decided to upgrade their financial reporting systems by implementing IBM Cognos Express, and within days saw great results. Let's listen as Leslie explains some of Mercury's former challenges.

*Leslie Freeman:* Well, when I got here – I've been here almost seven years – we had a – I would call it a legacy reporting system that the users – we may have had three users that were called – who were the report writers. And so, when I got here, we implemented an ERP system called ASW, and it – you know, like most ERP systems, they're not heavy on reporting. We have, I wanna say, at least five separate different divisions in our company. They are all unique businesses with unique requirements, so sometimes it can be a challenge.

*Narrator:* Leslie explains why Mercury Medical chose IBM Cognos Express.

*Leslie Freeman:* We were looking for improving the time limits and accuracy of the critical data. One of the things that we wanted, from day one, was to be able to reach out to the field sales team. We wanted to do more drill down transaction into the transactional details. We really wanted to do some dashboards, so we can provide some of this information to senior management, and we wanted to get more users onto the product.

*Narrator:* IBM Cognos Express meets Mercury Medical's objectives, from ease of implementation and use, to real time data. Let's hear more.

*Leslie Freeman:* And we wanted to have easy deployment. And we wanted to deploy across different business functions, as I mentioned before. We have different areas of business, almost separate businesses

here, so we wanted to be able to deploy it over the various functional areas here. The ease of use, of course, the low cost of ownership, something that was web-based, real time data, and to be able to automate. One of the things we weren't able to do with our other reporting products, and this was a really big thing for us, is not only that we're able to create and do these things, we're able to automate and schedule things monthly and daily, weekly. So we can export – get these reports and matrix out to our users at any time that they need it.

*Narrator:* Leslie explains how, with Cognos' help, they are now able to provide sales with access to up-to-date sales data, immediately. Prior to their IBM Cognos Express implementation, this 200-plus report was available to sales on a monthly basis, and well after month end.

*Leslie Freeman:* Well, this report Cognos created for us, it's available to the sales folks at any time. They don't have to wait until the end of the month. So if they're gonna go talk to a customer, or they've got a call the next day, they can take a glance at this report, and they can easily find out whether the customer – when was the last time they purchased a product. So it'll help them in assisting – they can up-sell and that kind of thing.

*Narrator:* The story gets particularly interesting, as Leslie describes Mercury Medical's positive relationship with Cognos.

*Leslie Freeman:* Cognos came in, and I had a room full of people, I don't – maybe ten, maybe 15 to 20 people in the room to see the demo. And everybody was just blown away. We laughed, "When are we gonna sign?" It just – they took the time and the effort. I think they had one of their senior techs come in and actually take our data and give us something that we could see. They put a lot of emphasis on building that data warehouse, so when it came to the implementation, they put so much effort into it, and really, they did not have to spend a lot of time getting us up and going.

And so, like I said, it was literally within a day or two we were able to see results. IBM Cognos Express for our medium-to-small size company is probably a good way to go. Just the fact that it was easy to deploy, very easy to implement, and the price point was really good. As far as Cognos, Cognos is an awesome IBM business partner. One of the things that I learned, and I'm practicing it now, is that I tend not to work with any partner, whether it's IBM or anybody else, unless they treat me like a big customer, and Cognos did that.

*Narrator:* That wraps up today's video. Thank you to Leslie Freeman, Mercury Medical, and Cognos, an IBM premier business partner.

*[End of Audio]*