



Michell van Zuilekom, Applied Medical 'A supplier should be a business partner'

Applied Medical is a rapidly growing, global organisation with over 2,600 team members, founded in 1987 and headquartered in Southern California active in more than 75 countries. Applied Medical is a leading provider of breakthrough technologies for Minimal Invasive and General Surgery. As a new generation Medical device company, Applied Medical is committed to improving the quality, affordability and accessibility of healthcare. Its mission is to have a significant and sustainable impact on healthcare by delivering technologies that enhance clinical care and satisfy the pressing economic needs of our customers.

Michell van Zuilekom, Credit Manager, Applied Medical

- 'I'm going to prove that OnGuard and SAP complement each other successfully.'
- 'Results within six months after implementation are realistic.'
- 'The flexibility of OnGuard makes appropriate approach for various groups possible.'
- 'Transparency within the organisation is beneficial to all departments.'
- 'A happy customer is a paying customer.'

Results

- More efficient credit management
- Increased insight within the team
- Appropriate customer-centric approach
- Improved grip and assessment of risks
- Flexibility

Michel van Zuilekom:
'OnGuard provides efficiency'



Excel to OnGuard

Van Zuilekom: "Soon after I started at Applied Medical OnGuard came into the picture. I was confident that OnGuard could contribute considerably to our credit management results. The size of the organisation requires more than an Excel sheet that indicates the focus points with colours.

Van Zuilekom manages a team of three people and is responsible for around 3,000 customers spread across thirteen countries: 'The flexibility of OnGuard makes an appropriate approach for various groups possible. An Italian customer requires a different approach than a German customer. In addition to the different cultures, we have customers with different organisational backgrounds, such as distributors, private clinics and hospitals. I started with one profile in OnGuard and allow our daily practice to determine what else is needed. The fact that we can work in one system with multiple people is already a big advantage. Everybody can see what has been done and make notes or perform actions if the situation demands it.'

Knowledge is power

'The complaints functionality within OnGuard is an important advantage to us. I want to have insight in disputes so they can be resolved as quickly as possible. Knowledge about disputes, their causes and solutions are important information to share within the organisation. Complaints cover a wide spectrum. Everyone can make mistakes, but the way they are solved and the speed of this are vital to the customer relationship. A happy customer is a paying customer: and in the end that is what matters.'

Flexibility

Van Zuilekom: 'The advantage of OnGuard compared SAP is the lower threshold for implementation and the greater flexibility to manage the application. Starting with OnGuard is relatively fast and the software provides plenty of opportunities to fine tune further along the line. When we have built more history the use of the application will become even richer.'

Customer centric approach

Van Zuilekom sees many parallels between Applied Medical and OnGuard: Applied Medical also offers a total package, the development and production of our instruments is done in-house. We consider our clients as business partners. We consider credit management as a form of relationship management rather than simply chasing our customers. I have learned that a personal dialogue is very important.'

Internal involvement

'Credit management is literally situated between all other departments: Sales, Customer Service, Finance. I stimulate all departments to know as much as possible from each other, because I believe this contributes to the quality of each of them. We are working hard to integrate our credit management further with our sales department. Our sales team needs to be aware of the situation with the customer to enable maximal reach of our common goals. The awareness of the importance of credit management is growing within the organisation, but there are many more steps to be taken. First things first: but I am confident that a lot is to be accomplished yet using OnGuard.'