

## CASE STUDY

# Medical Diagnostics Leader Streamlines Salesforce Transition

## Challenges

As a leader in the medical diagnostics space with plans to continue their rapid growth and international expansion, our client had a long list of objectives to meet. Their first priority was a migration from their legacy CRM platform to Salesforce.

Their existing platform wasn't scalable for new products or the growth they were targeting. Additionally, it had a high maintenance cost, required a lot of manual upkeep, and lacked the tools needed to maximize international sales.

They reached out to QASource for help with the Salesforce migration, as well as achieving other key goals:

- Faster time-to-market for new products
- Ability to handle higher volumes of diagnostic testing and international transactions
- Enhanced patient data security
- HIPAA compliance

## Solutions

### Team Structure

QASource provided a team of onsite subject matter experts (SMEs) to champion the migration. These SMEs served as liaisons, engaging and leading a larger offsite team to help coordinate and complete the automated testing work.

## About Our Client

A leading cancer diagnostics provider serves **850,000** cancer patients worldwide, delivering over **400** test results to more than **90** countries each day. The company also has **200** sales and managed care representatives worldwide.

Industry  
Healthcare:  
Medical Diagnostics

**40% Increase**  
In Daily Cancer Tests Completed

**Successful Migration**  
Of Data to Salesforce

**75% Reduction**  
In Manual Testing Efforts



## Test Cases and Agile

Over 3,000 different test cases were developed to meet defined business requirements and use cases. To help expedite the test process, the QASource team helped implement the Agile methodology for greater coverage and collaboration between Dev and QA teams.

## New Automation

QASource's test automation experts eliminated all of the manual work required by the client's legacy CRM platform and developed test automation scripts to help expedite critical test cases and user scenarios.

## Results

- New product launches completed and shipped to market on schedule
- 40% increase in daily cancer tests completed
- Increase in productivity for all internal users
- Completed successful migration of data from legacy CRM to Salesforce
- 75% reduction in manual testing effort

