

# C.R. BARD - Luminix Customer Win



Industry	Business Unit	Customer Since	Business Size
Medical Devices	Sales	2016	10,000+ employees

**Company Description:** C. R. Bard, Inc. is a leading multinational developer, manufacturer, and marketer of innovative, life-enhancing medical technologies in the fields of Vascular, Urology, Oncology, and Surgical Specialties. Bard markets its products and services worldwide to hospitals, individual health care professionals, extended care facilities, and alternate site facilities.

Business Challenge	Feature Used	Specific Business Value
Create/Update Events and Tasks while offline and manage schedules.	Offline Data/Calendar Support	It is important for the reps to visualize their Salesforce calendar appointments alongside their Exchange calendar appointments to understand their full schedule. Also, using appropriate color scheme, reps can easily identify pending Events Vs. completed ones.
Opportunity and Product Management	Custom Objects, Validation Rules and Filed Filters	When reps create new opportunities and events, they need to associate them with relevant products, so the business units can accurately manage forecast, supply chain and shipping expectations.
Logging Calls	Log Call Feature (on the iPhone)	If they initiated a call from within Pulsar app by clicking on the phone number (Contact or Lead), the app would prompt them to log the call. This helps the organization to stay on top of customer communication.