

The Customer

Industry: Life Sciences

Geographics: Headquartered in Rochester, New York

Revenue: \$2 Billion

Employees: 12,000 in 35 Countries

PeopleSoft Products

PeopleSoft Customer Relationship Management

Marketing, Sales, Mobile Sales, Support, FieldService, CTI Integration (Computer Telephony Integration), Interaction Management

PeopleSoft Financial Management Solutions

PeopleSoft Supply Chain Management

PeopleSoft Enterprise Performance Management

PeopleSoft Portal

PeopleSoft Human Capital Management

Implementation Team

PeopleSoft Consulting

Customer Service Level:

Premium Customer Support

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—Mike Riding

Vice President of Information Technology

BAUSCH & LOMB

Business Challenge

Bausch & Lomb realized that without a single view of its customers, its goal to drive customer satisfaction and loyalty would be difficult to attain. It also needed a way to effectively manage and understand the effect marketing promotions were having on customers and prospects.

PeopleSoft Solution

Bausch & Lomb has added PeopleSoft CRM to its PeopleSoft Supply Chain Management and Financial Management Solutions systems to gain a comprehensive view of customers across its enterprise to build stronger, more profitable customer relationships.

Business Benefits

PeopleSoft CRM will enable Bausch & Lomb to:

- Gain significant long-term efficiencies by implementing a single CRM solution.
- Integrate its supply chain and financials management systems for a comprehensive view of customers across business units.
- Leverage a stronger identity with its customers in the marketplace.
- Receive real-time feedback and analysis on marketing promotions.
- Plan and manage marketing campaigns more effectively.

Bausch & Lomb Makes Vision a Reality with PeopleSoft CRM

When you think of state-of-the-art eye care, you think Bausch & Lomb. This innovative company has built a reputation of market leadership through quality products and services. Today, Bausch & Lomb is facing increasing competitive pressure — so its focus is on streamlining business processes to move into new global markets quickly. To do that, the company chose PeopleSoft.

Says Mike Riding, vice president of Information Technology for Bausch & Lomb, “We wanted to go with a vendor that would still be leading edge in 5 to 10 years. PeopleSoft intends to stay in a leading position well into the future, which is the same goal we have for our company. And one of the ways we can maintain leadership is by partnering with vendors who are truly visionary — like PeopleSoft.”

Seeing Customers Clearly

One of the benefits Bausch & Lomb anticipates from choosing PeopleSoft’s proven, pure Internet CRM solution is a single view of its customers. Riding says, “Not only will we have a single view of the customer, but the customer will also have a single view of Bausch & Lomb. That’s going to enable us to create a much stronger identity in the marketplace.”

From that single view, the company plans to build even stronger customer relationships. Riding says loyal customers are Bausch & Lomb’s key to its competitiveness. “To sustain a competitive position, you have to depend on the relationships you have with your customers. And those relationships have to be strong. We think the PeopleSoft approach to CRM will do that for us.”

The company also sees an opportunity to streamline its business processes — and enhance customer satisfaction — with PeopleSoft’s enterprise approach to CRM. “The integrated CRM solution that PeopleSoft offers helps Bausch & Lomb tremendously,” Riding comments. “Things need to happen automatically based upon a customer’s individual profile. PeopleSoft has become one of the most powerful tools

in our toolbox now, and we’re counting on that to enable us to serve, and ultimately deliver, a better product to our customers.”

Looking at Pure Internet Benefits

“The fact that PeopleSoft has no code on the client makes it much easier to manage from an IT perspective,” says Riding. “Deployment and maintenance are much more cost-effective.”

The Internet architecture gives Bausch & Lomb the ability to operate globally while maintaining a consistent “face” to customers. Riding states, “You can manage your business globally, but you need to be perceived as a local company in how you deal with your customers. The PeopleSoft Internet architecture supports that philosophy.”

Bausch & Lomb is also looking forward to connecting its remote users to business processes via the Internet. This universal access will enable these users to get what they need to improve business performance — anytime, anywhere. Riding notes, “The Internet gives remote users easy access into the system. We will have a requirement for remote order entry and we will have a requirement for automated services where we feed information out to our sales force. Really, the Internet architecture is the only effective way of doing that.”

Viewing Business in Real Time

Because Bausch & Lomb recognizes that business today moves much faster than it has in the past, the company also chose to implement PeopleSoft Enterprise Performance Management applications. Riding says, “We’ve become used to analyzing historical data. But by the time you see this information, its value is gone. There’s significant value to be able to see data in real time.”



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