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Capgemini implements Salesforce Customer Relationship Management (CRM) platform across 22 countries for Scandinavian medical device company, Atos Medical

Paris, January 18, 2022 – [Capgemini](#) has rolled out a global Salesforce platform for Sweden-based [Atos Medical](#), which will ensure enhanced sales processes and a scalable digital infrastructure. With this investment in a new global Salesforce solution, Atos Medical will now have a 360-degree overview of patients and a significantly enhanced platform for running a patient-focused business, helping it to meet its global growth ambitions.

Headquartered in Malmö, Atos Medical is a [world leader in neck stoma care](#) today. The company is experiencing strong growth both in Scandinavia and in international markets. There was a need in the organization for a unified and scalable digital platform that would provide an enhanced customer experience to its end-users all over the world in a cost-effective way. This investment in a new digital infrastructure will drive customer centricity and help Atos Medical align with the latest industry trends, thereby driving growth.

Henrik Helmer Hansen, Vice President Strategy & Commercial Excellence at Atos Medical said, *"This is the most comprehensive digital investment we have ever made. It is part of a clear strategy to perform based on a fully digital setup that can easily be scaled across markets, allowing us to manage our expansion into new markets better than before. With the automation facilitated by the Salesforce solution, we can deliver our products to customers faster. In this way, the platform directly supports our foundation, which is based on close and long-term relationships with clinicians and end-users. We can now more effectively support a growing number of patients and actively incorporate their experiences into our product development."*

John Fodeh, Director of Life Sciences and MedTech at Capgemini in Denmark said, *"This collaboration is a great example of how Capgemini is able to offer the full benefit of our global capabilities to partners and clients. Our deep-rooted expertise in digital customer experience meant that our team could successfully achieve sustainable and scalable value for Atos Medical through this international roll-out of a digital infrastructure."*

During the tenure of the project, Capgemini's team in Denmark has been supported by its broad global competencies which was crucial for the smooth and on-time roll-out of the project during the pandemic.

Atos Medical's new platform has already been rolled out in 22 of a total of 25 countries. The remaining countries will be connected within 2022.

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needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2020 global revenues of €16 billion.

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