



Inspire customers with a Govie and become a pioneer of digitalisation.

CASE STUDY



Industry of the client:

Omnicell develops and markets very successfully fully automated picking solutions for medicines (registration, storage and dispensing) in pharmacies and hospitals.

Challenges:

In an initial customer meeting, Omnicell's sales staff cannot show the company's pack picking robot in real life and in action. Even though they use PowerPoint presentations, photos, videos and drawings, the technology remains too intangible for the customers. To be able to explain their solutions convincingly, the company was looking for a new presentation approach.

At trade fairs, the challenge was similar: exhibiting real pack picking robots is too cost-intensive, especially at small trade fairs. Nevertheless, Omnicell wants to explain to trade fair visitors with serious investment intentions exactly how the robots are built, how they work and what advantages they have. Until 2017, Omnicell's trade fair teams used brochures, photos and videos for this. With 3DIT's visualisation solution, it was much easier to convincingly present their offer.

Reasons for choosing a Govie with its 3D + interaction + story mode:

„With 3DIT's Govies, we present our offer much more vividly and convincingly than with PowerPoint presentations, pictures and videos, and at the same time we underpin our claim to be a technical reformer and a pioneer of digitalisation.“

Stefanie Zimmermann

International Product Marketing Manager, Hospital

When Omnicell sales representatives open the customer meeting with a Govie, pharmacists are always immediately captivated and impressed. By interactively demonstrating the pack picking robots and their variety of functions, they generate technical understanding and confidence in the Omnicell offering.

In-depth information on each component of the solution - such as videos, photos and technical data - is immediately at their fingertips. Searching for it is eliminated and will no longer disrupt the flow of conversation.

Scope of application of the Govie format:

Routine of the sales department:

- Internationally, Omnicell field staff use Govies as an explanation tool in individual customer meetings with owners of independent pharmacies as well as with specialist staff responsible for the pharmaceutical supply in hospitals

Trade fairs:

- Visualisation of Omnicell's automated solutions on large-format touch displays
- Presentation of the products in the story mode
- Visualisation of Omnicell's automated solutions on tablets
- Use of the free interaction mode in the respective national language for individual customer discussions about solutions details and for in-depth information

„The strengths of this combination of story mode and free interaction mode are unique. No other medium of product information offers this.“

Stefanie Zimmermann

International Product Marketing Manager, Hospital