



Intuitive Surgical, Inc.

www.intuitivesurgical.com



At A Glance:

- **Company:** Intuitive Surgical, Inc. (NASDAQ:ISRG) is a publicly traded, \$600 million company that is a leader in operative surgical robotics.
- **Industry:** Healthcare; Manufacturing
- **Headquarters:** Sunnyvale, CA
- **Software switched from:** QuickBooks, Clarify, spreadsheets
- **Software integrated with:** SAP

“We chose NetSuite CRM for several reasons. First and foremost, NetSuite has the deep CRM functionality we needed to set up all of our cases, customers and contacts. In addition, NetSuite Professional Services was able to create more than 100 custom fields for our specific needs. Not only did we go live in 120 days, on time and within budget, but the NetSuite team was a pleasure to work with. With NetSuite now live, we’re looking forward to exploring NetSuite’s deep functionality as our needs change and grow.”

— Chris Boots, Director
Sales & Marketing Operations, Intuitive Surgical

Challenges:

- Needed to integrate its business process services for hundreds of hospitals nationwide.
- These services include tracking where and when its operative surgical systems are used, as well as which surgeons are using them.

Results with NetSuite:

- With NetSuite CRM, Intuitive Surgical’s sales organization manages sales business processes, including tracking all new sales opportunities with surgeons and hospitals, and managing long sales cycles.
- NetSuite gives Intuitive Surgical access to real-time reporting, thus providing timely information about the usage of surgical systems and accessories, which is a key indicator of product success.



 Find out more: contact NetSuite, Inc. at 1 877 NETSUITE or visit www.netsuite.com