

Fenux Ltd delivers state-of-the-art value-based sales solution to Straumann Ltd

Fenux Ltd., designer of value-based sales, sales management, and customer service software, and Straumann Ltd. have agreed to jointly develop Digital Sales Desk -solution for dental implant sales. Applications on Sales rep and Sales manager digital desks help point out financial value of Straumann offerings and support its clients in achieving their business targets. Fenux Ltd. designs the software and grants Straumann Ltd. exclusive right to it in Finnish dental care sector. This right will be extended to cover other countries in line with the international expansion of software use.

- Strong consolidation of health and dental care markets challenges the suppliers like us. We firmly believe that our customers will succeed with us, if we offer to them business oriented service concepts and comprehensive real-time reporting. Fenux's exclusively designed and streamlined Digital Sales Desk –solution meets our needs perfectly. Our sales reps are able to manage efficiently and effectively complex and long service processes with the help of Fenux-solution. Moreover, automatically generated performance reports clearly indicate how we can improve with our clients in the future. Fenux Ltd. was a natural choice for us for several reasons. First, we get easy-to-use sales, service, and reporting applications with exclusive rights. Second, Fenux provides us with analytic value-based sales training to establish new sales mindset. Third, Fenux provides consultation for setting up Key Account Manager model. To sum, we get whole package from training to supportive software for improving our customer experience and performance, says **National Business Manager Pauliina Puukko at Straumann Ltd.**

- We are very pleased to co-operate with Straumann. Straumann needs, targets, and wishes about how to employ numbers in selling products and services fits very well with what we think at Fenux. Sales reports, according to our view, are not only for the internal monitoring of sales activity levels, results, and the like. Sales reports need to be developed to serve clients. They need to indicate what results sales reps are able to achieve in clients' business. We are committed to deliver the best-in-the-sector digital tools to Straumann professionals. We are confident that with these tools Straumann with its clients is able to systematically improve quality, efficiency and financial performance say **CEO Ari Heiskanen and CPO Mikko Sandelin from Fenux Ltd.**

FOR FURTHER INFORMATION

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STRAUMANN is Founded in 1954 and Headquartered in Basel, Switzerland, the Straumann Group is a pioneer and global leader in implant, restorative and regenerative dentistry. Straumann currently employs approximately 2300 people worldwide and its products and services are available in more than 70 countries through its broad network of distribution subsidiaries and partners. www.straumann.com



FENUX specializes in designing and developing state-of-the-art digital sales, customer service, and sales and customer relationships management solutions to help organizations gain returns from value-based sales. Fenux offers customized solutions with exclusive rights to its clients due to strategic reasons: Digitization based competitive advantage arises from open and critical rethinking and reshaping the operating processes, not merely from the software project implementation. Fenux aims at growing with you towards even better performance results. www.fenux.fi