



SOLTA MEDICAL®

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Solta Medical

Solta Medical, Inc. is a global leader in the medical aesthetic market providing innovative, safe and effective solutions for patients that enhance and expand the practice of medical aesthetics for physicians. The company offers products to address a range of skin issues under the industry's four premier brands: Thermage®, Fraxel®, Isolaz®, and CLARO®. Since 2002, approximately one million Thermage, Fraxel and Isolaz procedures have been performed in over 100 countries.

“Enablement is a truly unique platform solution that allows Solta Medical to enable our internal sales and marketing teams, external partners and distributors, customers and our prospects all through a single application. With Enablement these users can search and distribute the latest information on our products and services, webinars, promotions and rewards programs while allowing Solta's marketing group to track what is popular. The benefit of using a single platform for enablement efforts means that our product marketing group must only upload information one time and Enablement takes care of the rest.”

Solta Medical audiences know Enablement simply as SoltaSpace. Whether a visitor to SoltaSpace is a Solta sales or marketing employee, a distributor, a partner or a customer, each is provided with the specific materials they need to effectively market, sell, distribute, use or support Solta's products and services. Contained within SoltaSpace are over 1,500 collateral items and over 1,700 internal and external users who have conducted over 50,000 downloads of Solta-related materials.



Snapshot: Managing Sales and Marketing

Challenge	Solution	Results
<ul style="list-style-type: none"> Provide a globally distributed sales team of over 150 members with the ability to access and distribute the latest sales and marketing materials 	<ul style="list-style-type: none"> Enablement's sales enablement platform replaces static sales, partner and customer portals with a single sales enablement platform that adapts to the needs of each user 	<ul style="list-style-type: none"> Solta Medical's sales users are no longer required to dig through a dated shared drive to locate the materials they need to prepare successful sales calls
<ul style="list-style-type: none"> Provide worldwide distributors with the same sales and marketing materials available to sales, depending on their distribution rights 	<ul style="list-style-type: none"> Through the same application and interface that enables internal sales users, the Enablement platform adapts to partner needs and permissions 	<ul style="list-style-type: none"> Solta Medical's partners and distributors can access, where appropriate, the same materials in sales without requiring that Solta maintain a separate partner site
<ul style="list-style-type: none"> Provide integration with Salesforce.com to avoid double entry of partner data while also providing insight into partner activity from within Salesforce.com 	<ul style="list-style-type: none"> Enablement provides an integration with Salesforce.com that allows users to link account and/or contact records from Salesforce.com to Enablement and to also see activity directly from an Account or Contact record 	<ul style="list-style-type: none"> Enablement fit neatly into Solta Medical's existing work flows of adding new distributors to salesforce.com while not adding another layer of complexity to provide those same users with access to Enablement

About Enablement by CallidusCloud

Enablement is the industry's most advanced yet affordable hosted sales collaboration platform.

For more information visit:

<http://www.calliduscloud.com/products/enablement>

Or call (+1) 866 812 5244.