

Quick Start



case study

Company Overview

Established in 2012, Norso Medical is an all-Ireland company specialising in patient monitoring, ultrasound, co-oximetry, IT connectivity and simulation. They collaborate with clinicians to provide intelligent and accessible solutions that prioritise patient care, offering state-of-the-art products for anaesthetics, ICU, general wards, pre-hospital transport and primary care.

Challenges

Norso Medical identified the need for a strategic Salesforce QuickStart Implementation:

- **Rapid Onboarding Required:** The team needed Salesforce® operational quickly to support internal processes and customer engagement.
- **Configured Access Controls:** Secure, role-specific data access was essential across departments.
- **Streamlined Processes:** Workflow automation was needed to reduce manual administration improving internal efficiency.
- **Data Readiness:** Initial data load and reporting needed to be functional from day one.
- **User Enablement:** Staff required training and documentation to ensure confident platform usage.

Solution

Working alongside Mint®, Norso Medical implemented a Salesforce® Quick Start package tailored to accelerate deployment:

- **Core System Setup:** Salesforce® objects, layouts, and record types were configured to align with operational needs.
- **Access Governance:** Custom user profiles and permission sets ensured data visibility matched organisational roles.
- **Workflow Automation:** Key business processes were digitised to streamline repetitive tasks.
- **Smart Reporting:** Reports and dashboards were developed to deliver actionable insights.
- **Training and Handover:** User training, admin sessions, and documentation enabled rapid adoption with long-term independence.



Industry: HLS



Products Used: Sales Cloud

Results

- **Fast Time-to-Value:** Rapid deployment and adoption of Salesforce® functionality.
- **Improved Efficiency:** Automation replaced manual tasks, reducing errors and saving staff time.
- **Informed Decisions:** Leadership gained real-time visibility into business performance via dashboards.



"Mint® gave us the momentum we needed to get Salesforce® up and running fast. Their structured approach meant everything was ready for us—configured, tested, and documented."

Keith Wannacott, Sales Director

Conclusion

Mint®'s Quick Start solution allowed Norso Medical to harness Salesforce® from day one. By combining robust configuration with tailored training and support, Mint® enabled Norso to establish a solid digital foundation for scalable growth. This partnership provided both immediate impact and future readiness without overwhelming internal teams or resources. The result was an efficient, secure, and insightful CRM experience aligned with Norso's strategic vision.

Want your team live on Salesforce® fast with no compromise? Contact Mint® today:
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To learn more about how Mint® can help transform your Salesforce® experience, scan the QR code to visit our website.



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