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# Medical Action Industries: Saving Costs and Deploying Quickly with SAP HANA Cloud Platform

## Company or Organization

Medical Action Industries

## Headquarters or Location

Americas (NY)

## Industry

Healthcare

## Products and Services

Single-use, disposable medical products

## Employees

1,210 (2013)

## Revenue or Budget

\$441.6M (2013)

## Web Site

[www.medical-action.com](http://www.medical-action.com)

## Objectives

- Improve order management self-service call center experience for Medical Action Industries distributors
- Create and deploy application quickly, with minimal upfront investment
- Provide ability to integrate with on premise, backend systems
- Expand application usage to additional call centers

## Why SAP HANA Cloud Platform/SAP HANA Cloud Portal?

- Rapid application development with WYSIWYG site editing capabilities, including templates, layouts, previews and more
- Native integration with SAP ECC on premise
- Data security and identification management

## Benefits

- Under budget delivery; development process much faster than expected due to UI development toolkit for HTML5, SAP HANA Cloud Platform services and SAP HANA Cloud Portal.
- Simple adoption of Cloud Portal branding and theming capabilities.
- Ability to quickly deploy at additional call centers
- Ease of integration with on-premise, back-end systems

## Streamlined

Self-service order management experience

## Secure

Data with identification management

## Fast

Solution creation and deployment with low overhead

## Easy

Native integration with back-end, on-premise systems

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