

Narrative Framework for Project Butterfly

What is Butterfly?

Butterfly is the program driving the transformation of MedTech's commercial execution strategy. It's designed to integrate and automate our systems, harness the power of AI, and deliver a seamless customer experience. The program has three components:

- An AI powered CRM, built on Microsoft Dynamics
- A data ecosystem that connects five key experiences across Med Tech:
 - Sales, Marketing, Customer Service, Service and Repair, and Professional Relations and Operations (PR&O).
- Customer Experience Management (CXM), a customer centric way of working across every Business Unit.

Current landscape (The why)

MedTech has been operating with multiple, disparate systems across the globe—14+ CRMs, 9,000+ reports, and business tools disconnected across regions and Business Units—locking us into legacy infrastructures. These systems have inhibited our ability to have a comprehensive degree view of the customer experience—sales can't see opportunities, service can't predict repairs, marketing can't respond to real time demand and PR&O can't track partnerships. Manual processes have slowed us down, increasing cost and the potential for error. This outdated way of working has impacted our customer interactions and hampered our competitiveness. We're leaving value on the table, every day.

Butterfly Is Responding by Building a CXM-powered Future

Butterfly integrates and automates systems and processes, reducing errors, cutting costs and saving time. It creates a connected data ecosystem that gives us a 360° customer view, enabling us to proactively identify and respond to opportunities. It leverages AI and predictive intelligence to identify opportunities and anticipate customer needs. And it creates a CXM way of working that delivers a seamless experience for customers in their interactions with MedTech, and a single point of truth for us.

It's our model for the future: a unified, AI-enabled platform and a single engine for growth, compliance, and trust. It will help us transform how we interact with our customers across Marketing, Sales, Customer Service, Service and Repair, and Professional Relations and Operations (PR&O).

What's the Butterfly Vision?

To create a new way of working that enables us to show up as one company/one experience for our customers, by unifying our systems and harnessing the power of AI and data driven insights.

Key Messages

(What it is) The Butterfly Program is a transformative initiative that has three core elements: 1) An AI powered CRM built on Microsoft Dynamics 2) A connected data ecosystem 3) A CXM way of working across every Business Unit.

(What it delivers) Butterfly delivers predictive intelligence to identify opportunities and anticipate needs. It harnesses data to provide 360° insights across business units and regions. And it automates workflows and integrates systems and processes to create efficiencies and save time.

(Its goal) Butterfly creates an integrated, single source of truth for us, and a seamless experience for our customers.

Butterfly is Part of The MedTech Roadmap

Butterfly is not a standalone initiative—it's tightly integrated with Transcend, other transformative enterprise programs, and product launches to prevent duplication, avoid tech debt, and accelerate scale.