AnX Robotica Improves Sales Efficiency with AcuityMD Quoting

How a Growing MedTech Innovator Automated Quoting, Freed Up Operations, and Accelerated Deal Flow

Specialty:
Gastrointestinal diagnostics

Headquarters:
Plano, Texas

At a Glance: How AnX Robotica Transformed Quoting

AnX Robotica, a leader in robotic capsule technology, was growing fast but faced bottlenecks in their quoting process. By partnering with AcuityMD, they:

- Saved over **25 hours** a month in sales rep and admin time

- Generated **150+ quotes in the first 60 days**

- Streamlined **90+% of quotes**, reducing manual input

- Achieved **100% sales rep adoption** of the new quoting tool

- Gave leadership **real-time visibility** into quoting activity

Quoting is Critical to AnX Robotica's Business Growth

Quoting isn't just part of the sales process for AnX Robotica—it is the sales process for much of their business. Frequently, a signed quote can double as a purchase order, meaning that once a sales rep gets a signature, the deal is done. Quoting is a critical function for AnX Robotica across multiple dimensions. In addition to enabling proposal generation, quoting helps enforce pricing boundaries and mitigates legal risk by ensuring that proper terms are applied to quotes.

Manual Quoting Was Slowing Down Sales and Operations

As a company that primarily sells robotic capsules, AnX Robotica generates a high volume of quotes—around **90-100 per month**. However, their previous quoting process was a major bottleneck:

- **Dependency on Operations:** Every quote had to be manually created by the contract administrator, taking 10-15 minutes each and totaling about 25 hours of admin time per month. As a result, reps were often unable to come to a meeting with a quote in hand, leading to a disjointed process that could extend the sales cycle.

- **Lack of Visibility:** Sales reps had no easy way to track past quotes or expiration dates, leading to constant follow-ups with operations.

- **Inefficiencies:** Quotes were handled manually, slowing down the sales cycle and making it difficult for leadership to track activity.

With an ambitious **growth plan for 2025**, including launching multiple new products and expanding the sales team, AnX Robotica needed a scalable, automated solution.

AcuityMD Quoting: Empowering Sales and Increasing Visibility

To streamline the process, AnX Robotica partnered with AcuityMD to implement AcuityMD Quoting, a module that allows sellers to generate quotes directly within the AcuityMD Platform. This eliminated the dependency on operations and provided leadership with better insight into sales activity.

Implementation was fast and frictionless—it took just one day to configure the quoting module, and within two weeks of training, reps were already creating quotes on the platform. The ease of onboarding contributed to the tool's rapid success.

Key capabilities included:

- **Rep-led Quoting** – Reps could create, send, and track quotes independently.

- **Automated Quote Generation** – Reduced manual input and ensured accuracy and speed.

- **Seamless Integration with AcuityMD Pipeline and AcuityMD Contracts** – AcuityMD Quoting ties directly into AcuityMD Pipeline, which AnX Robotica uses to manage opportunities. While they don't yet use AcuityMD Contracts, it enables accurate, contract-based pricing in quotes—offering flexibility as their needs grow.

> *"You guys are by far the best to work with. You really listened to what we needed and made it simple for us to get going quickly."*
>
> **Stu Wildhorn**
> VP of Marketing & Product Management
> AnX Robotica

Better-Than-Expected Adoption and Impact

The results were immediate:

- **Time Saved:** AnX Robotica is saving **25 hours per month** in admin and sales reps' time.

- **Rapid Adoption:** Every single rep adopted AcuityMD Quoting.

- **Major Shift to Rep-led Quoting: Over 90%** of quotes were created directly by reps using the platform, significantly streamlining the process compared to the previous admin-led workflow.

- **Consistent Usage Growth:** Reps more than doubled their daily quotes generated on the platform to more than 3 quotes per day within 60 days of implementation.

> *"AcuityMD Quoting has removed bottlenecks and has given our salespeople the sense of ownership over their accounts, which is very important. Now they show up with a quote in hand – it makes our organization look very streamlined."*
>
> **Stu Wildhorn**
> VP of Marketing & Product Management
> AnX Robotica

The Next Step: Unlocking Data for Continuous Optimization

With quoting now streamlined, AnX Robotica is preparing for the next phase: leveraging quote data for smarter decision-making, including:

- **Direct Data Access** – Enabling leadership to analyze trends and optimize pricing strategies.

- **Stronger Forecasting** – Ensuring accurate quoting helps AnX Robotica forecast demand more effectively, which is critical as they scale their product portfolio and sales team.

- **Enhanced Contracting** – As AnX Robotica's contracting needs become more complex, they may leverage AcuityMD's **Contracts Module** for automated, accurate pricing within quotes.

As AnX Robotica scales its commercial team and product portfolio, **AcuityMD Quoting is set to support their continued growth**, ensuring seamless and efficient quoting at every stage.

Ready to unlock your next growth opportunity?

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