



Partnership drives serious game platform

NaturalPad in France successfully launches interactive game platform MediMoov to help rehabilitate people with neurological and motor disorders, while giving physiotherapists an affordable leasing option

Though important, passion is never enough to succeed in business. Particularly for start-up companies, partnership is always going to be key to get a venture off the ground. NaturalPad, a France-based software vendor specialising in physio gaming, knew this when it looked to sell an interactive game to physiotherapists to help in the treatment of patients.

It developed MediMoov, a platform designed to aid the rehabilitation of people with neurological, postural and motor disorders. The game features a motion sensor and the gameplay requires movement and gestures. With MediMoov, NaturalPad wanted to target the 60,000-plus self-employed physiotherapists in France, after which it would move into markets in Germany and the Benelux countries.

The search for the right partner

Antoine Seilles, CEO of NaturalPad, looked for an IT partner to help develop a complete solution for

physiotherapists. To achieve the most compelling price point, Seilles planned to lease the game to the target market. He says: "We faced issues because we were still a young company. We needed to find a partner with the same level of belief in our product as we have."

Seilles attended a healthcare services trade show where he talked to possible leasing partners such as Dell. According to Seilles, it soon became clear which organisation was best placed to help NaturalPad. He says: "I thought that Dell and Dell Financial Services offered the most complete support." The CEO also liked the Dell culture of encouraging emerging companies. "Dell had a strong understanding of our needs as a start-up. Here was an organisation with a global reach that was prepared to work with and support a young business," he says.

Customer profile



NaturalPad

Company	NaturalPad
Industry	Healthcare
Country	France
Website	www.naturalpad.fr

Business need

Start-up business NaturalPad looked for a partner to help deliver a complete solution for its serious game platform that aids patient rehabilitation.

Solution

Working with Dell and Dell Financial Services, the company enabled physiotherapists to gain cost-effective access to its MediMoov platform through Dell OptiPlex desktops.

Benefits

- Patients receive greater support to achieve their re-education
- Physiotherapists gain affordable way of delivering treatment
- NaturalPad drives business across France and abroad
- Company gains support of IT partner with start-up expertise
- NaturalPad has plan for long-term service development

Solutions at a glance

- Client Solutions

"We've started selling MediMoov as a complete solution and it's already helping patients across France. We're still optimising our business model with Dell to realise the full potential of our technology."

Antoine Seilles, CEO, NaturalPad

Patients with neurological and motor disorders receive greater support to complete their re-education

Today, physiotherapists across France can lease MediMoov as a complete solution to support re-education. They receive a Dell OptiPlex 9020 All-In-One desktop, customised by Dell partner Avnet to include a Microsoft Kinect sensor. Then, they access physio games through a web-based platform, enabling patients to recover from or control their disabilities. The game also provides a fun way to release tension. "We've started selling MediMoov as a complete solution and it's already helping patients across France," says Seilles. "We're still optimising our business model with Dell to realise the full potential of our technology."

Physiotherapists benefit from affordable leasing option

Medical professionals in France treating patients with neurological and motor disorders have an affordable way to access the complete multi-platform MediMoov solution. In addition, NaturalPad maximises cash flow because Dell Financial Services pays the company the full price for each sale and then takes the leasing payments from the physiotherapists. It is in large part thanks to this arrangement with Dell Financial Services that the start-up is able to get its innovative MediMoov solution into the hands of physiotherapists.

NaturalPad drives business across France and abroad

According to Seilles, the relationship with Dell inspires confidence among customers. He says: "Dell has a great reputation among our clients. We see this as a long-term relationship between NaturalPad and Dell. We can promote our product beyond France using Dell's international reach. Our offer can be duplicated across Europe as well as other continents."

Company gains support of IT partner with start-up expertise

Beyond the technology and financial support, NaturalPad has also gained business advice from Dell. It gave the start-up guidance on managing support services as well as with storing and shipping its solutions. "Dell has given us many ideas about how to develop MediMoov commercially. As sales increase, we plan to outsource installation and support services using Dell's partners. This is a long-term relationship," says Seilles.

Products & Services

Services

Dell Financial Services

Hardware

Dell OptiPlex 9020 All-In-One desktops

View all Dell case studies at Dell.com/CustomerStories

