INTERACTIVE MEDICA

On-demand CRM and analytics provides strategic support for European management

Challenge

Following a strategic acquisition programme it was imperative to rationalise and improve the management control of the European operations of a major pharmaceutical company. The ability to produce detailed and consistent pan-European reports, consolidated at a European region level, was central to ensuring that operations rapidly implemented on commercial strategy and improved their business performance. There was also a need to ensure that, at country/operational level, specific legal, regulatory and commercial issues were catered for.

Solution

Interactive Medica — Software as a Service (SaaS) CRM was chosen to support the commercial business process along with the IM Analytics Solution and the highly flexible Configuration Centre

Results

- Fast roll out of a tailored solution to meet specific company needs — 9 country operations in 8 months

- European product launches supported along with fast integration of acquired businesses

- Operational analysis and reports produced to routinely support their corporate requirements at country, Strategic Business Unit and European levels

- Web-based SaaS solution provided low running costs and flexibility of operation

- Simple multi-country management and administration of the solution using Interactive Medica configuration tool

> "We were immediately impressed with the Interactive Medica team and their knowledge of the Pharmaceutical industry and CRM solutions."

Implementing a pan-European CRM solution, able to deliver locally

A pan-European, speciality pharmaceutical company, was expanding rapidly through both acquisition and organic growth. As a result of this the business found itself operating nine disparate IT systems - causing a major block to gaining control and managing acquired businesses and organising product launches. It urgently needed to simplify its IT set-up in order to better support its activities.

The company wanted to underpin business processes at a local level, whilst aiding their shift towards a more Europe-wide approach, at the same time delivering real cost and efficiency savings. This involved the need to define specific business processes that could be managed at a European level and customised locally, measured through Key Performance Indicators rolled out across the European organisation.

Promoting your top Sales Executives to be Key Account Managers may not be the correct thing to do. Be aware that just like all the traditional Sales Executives had to undergo benefits and features training for the last 20 years, everyone (enterprise wide) needs to go through KAM principles and practices if today's pharmaceutical Company is to succeed. This isn't a huge body of knowledge, but it's essential to ensure that workers (and even entire companies) aren't left behind and can function well as the workplace evolves in the 2.0 era.

Selecting the solution

Having engaged a consultant the company's search started to look at potential application providers. They approached 10 providers to supply a written proposal from which five were asked to present their solution.

"We were immediately impressed with the Interactive Medica team and their knowledge of the Pharmaceutical industry and CRM solutions. This was evident from how clearly they understood our situation. The solution they presented was perfectly tailored to our requirements," commented the pharmaceutical company's sales operations manager.

After a period of consultation, the pharmaceutical company choose Interactive Medica's web based Software as a Service (Saas) Customer Relationship Management (CRM) solution. This was specifically tailored with a range of functionality to meet the unique business processes of the organisation. This included:

- Extensive European and local management analysis

- Customer and institution information management

- Multiple business unit support

- Field based information management and recording of activities (including offline record and mobile)

- Activity management

- Data quality indicator panel to manage the company's own customer and institution database and ensure the quality of the database at a country level

- Analysis and search tool allowing the company to search via customer, location, activity types, customer profiles and Key Opinion Leaders (KOLs)

- Extensive custom built reporting functionality with the ability to build bespoke reports internally or via the Interactive Medica business solutions team

- Online support module providing transparent reporting and follow up of support requests

> "The rollout of the Interactive Medica system has been a huge success. The launch itself was painless despite how complicated the procedure was".

Making it happen

The pharmaceutical company chose to work with Interactive Medica not only because of the suitability of the product, but because they felt they would be able to work in partnership rather than in a traditional rigid vendor/ client arrangement. They were confident that Interactive Medica would deliver on everything that they presented and would provide the best solution.

Interactive Medica successfully developed the core and the local environments, a rapid implementation of nine domains covering 15 country operations.

Real results

In just nine months, with Interactive Medica's help, disparate European operations were transformed into a single, effective managed unit. Over 800 users now benefit from a shared, managed and user specific application that supports their management and commercial strategies.

"The rollout of the Interactive Medica system has been a huge success. The launch itself was painless despite how complicated the procedure was.

The web based SaaS nature of the application allowed the implementation to be exceedingly quick and the Interactive Medica team kept us informed at all stages regarding their progress," added the pharmaceutical company's sales operations manager.

"The control we now have over the system centrally is very strong and the more experience we have using the system the better we find it. This is underpinned by our use of Interactive Medica's online support module which ensures transparent communication between our EU support staff, local country staff and the Interactive Medica team. This negates the need for follow up emails and phone calls, meaning we can manage a major multi-country application with minimal company resource."