

# Sycor – Your Veeva Partner

## Full Service for Multichannel CRM from Experts!

Founded in 1996, Sycor has specialized in multichannel CRM services for the Life Sciences Industry and has gained tangible expertise in over 100 CRM projects. With our international team of CRM experts we support successfully national and international companies by enabling new processes and technologies in sales and marketing.

### Consulting

We use proven analysis methods to challenge existing processes and identify potential for improvement. With hands-on expertise we coordinate all tasks and activities to implement your multichannel roadmap. We staff your team with experienced and field-tested Project Management and Project Management Office (PMO) professionals, as well as experts for Change Management.

### Training

We believe that knowledge transfer is successful only when learning approaches are in line with the company's culture and processes. Therefore we develop custo-

mer-specific training strategies for multichannel CRM rollouts including role-based concepts, live and web training in 15+ languages and utilization of all learning channels. Sycor Training is proven to improve sales force effectiveness by increasing user adoption of the CRM system.

### Business Information Service

We provide multilingual 1st and 2nd level support (service desk and business application support). With our Veeva certified agents and consultants we handle service requests, incident, problem and change management for multichannel CRM. Besides, we give advice and support for Veeva Release Management and Data Management.



### What sets us apart

- Field-tested expertise in the Life Sciences industry
- Knowhow about multichannel CRM business processes.
- Knowledge of country-specific requirements.
- Native speakers for training and support for multi-country implementations.
- Certified consultants with hands-on experience for Veeva CRM, Veeva CLM, Veeva Vault, Veeva Events, Veeva Medical CRM, salesforce.com and BI-technologies

### Pharma CRM Round Table

Sycor is chairman and sponsor of the Pharma CRM Round Table in Germany since 2005. Decision makers from more than 20 leading Life Science companies meet twice per year.

### Our CRM service portfolio at a glance

<b>Process Consulting</b> Business process analysis Requirement mapping Process optimization	<b>Training Management</b> Approach globally / locally Curriculum development Train the Trainer	<b>L1 Service Desk</b> Multilingual Ticketing & solutions Hypercare / Operation
<b>Change Management</b> Change story Communication Project marketing	<b>Media Development</b> eLearning & screencasts Manuals print / online Localization / translation	<b>L2 Business Application Support</b> Incident and Problem Management Change Request Management Release Management
<b>Project Management</b> Project organization Tasks and activity tracking Team staffing	<b>End User Training</b> Face-to-face Virtual / web FAQ / Wikis	<b>Reporting Services</b> Dashboards / visualization Roles and Objectives Ad-hoc reporting
<b>Testing</b> Create test scripts Moderate UAT sessions Release checks	<b>Training Organization</b> Self-registration tool Participant Management Learning Management System	<b>Data Management</b> Import / export Data validation / testing Interfaces

### Your contact

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