



## VEEVA SUCCESS STORY AstraZeneca Germany

### **AstraZeneca Germany Improves Sales Productivity**

#### **THE CUSTOMER**

AstraZeneca is a global, innovation-driven pharmaceutical business with a primary focus on the discovery, development and commercialisation of prescription medicines. As a leader in cardiovascular, neuroscience, respiratory, gastrointestinal, inflammation, oncology and infectious disease medicines, AstraZeneca invests over \$4 billion in research and development each year and employs over 61,000 people throughout 100 countries. AstraZeneca Germany, with its headquarters in Wedel near Hamburg, employs 1300 people.

#### **THE CHALLENGE**

As part of a company-wide initiative, AstraZeneca Germany had been working to improve sales force efficiency and effectiveness for a number of months. Commercial teams were charged with making more calls while simultaneously continuing to enhance existing relationships with today's busy physicians. To achieve the higher call volume, AstraZeneca Germany needed to reduce the administrative load of sales representatives to free up more time to spend with the customer. The company turned to technology for help.

Specifically, AstraZeneca needed a new sales support tool that offered rich, pharmaceutical-specific functionality, flexibility to make changes as needed and an easy-to-use interface. Its existing on-premise system lacked basic call reporting functionality and was difficult to use and administer. The ideal CRM solution would be intuitive, fast and flexible and would allow representatives to capture calls quickly and easily.

"If successful, we anticipated eventually rolling out this same type of sales force strategy throughout all of AZ Germany, so we wanted a CRM system that could be deployed quickly and scaled easily," added Adam Higgins, lead of global sales and new channel strategy at AstraZeneca.

**“ Now, with  
Veeva iRep, our  
sales reps are  
spending less time  
waiting for their  
devices to wake  
up and more time  
responding to  
customer needs. ”**

- Carsten Linow  
Business Engagement Manager,  
AstraZeneca Germany

#### **THE SEARCH**

After assessing the needs of its sales force, the CRM selection team began the search. One of the company's key selection criteria was for a cloud-based system, which would allow them to leverage the cloud's significant financial and IT maintenance advantages.

"Outsourcing these activities makes life a lot easier," Higgins explained. "Operationally, a cloud-based system is more cost-effective because it is lighter on infrastructure. There are no servers, no maintenance fees and no upgrade project requirements ... all resulting in cost-savings plus fewer headaches."

AstraZeneca Germany was also committed to finding an iPad-compatible solution.

#### **THE SOLUTION**

iRep, the Veeva CRM solution for the iPad, quickly rose as a strong candidate. Moreover, Veeva CRM had already been piloted with the AstraZeneca U.S. medical affairs team and feedback had been very strong. After careful evaluation and trialing the product, iRep proved to be a solution that would greatly benefit AstraZeneca Germany – not just the users but also the administrators.

For example, iRep is easy to configure so administrators can make changes on a dime without going back to the vendor, without spending hundreds of thousands of dollars, without wasting months on complicated programming. As the company's needs evolve, administrators can change functionality, number of users and more in minutes versus 12 to 18 months for an on-premise system.

For end users, iRep is intuitive and allows for quick entry of information into the system. iRep is also the only cloud-based CRM solution for the pharmaceutical industry designed specifically to leverage all of the iPad's strengths. "There's no other solution like this on the market," said Higgins.

After a fast six-week implementation, iRep went live across 100 users. Training only took one day, compared to the typical three-day training for their previous on-premise CRM system. "Regarding the implementation process, I was impressed that I was always able to get a clear view of what the deliverable would be and what to expect, which was very helpful. It was very quick and all promises made were delivered. That's not normal in the real world," said Carsten Linow, business engagement manager for AstraZeneca Germany.

## THE RESULTS

Six months later, when asked to compare iRep to the prior on-premise system, Linow replied, "They are worlds apart. It's far superior on all fronts." He continued, "Most impressive is that Veeva CRM is so easy to use. We've only seen a handful of service tickets since implementation compared with literally hundreds during the same time period from our previous system."

AstraZeneca Germany users also love the iPad application. According to the company, the iPad is the rep's only device now. It's all they need to complete their daily activities...they usually don't even need to connect to the internet during the day.

AstraZeneca Germany sales reps have also reported extensive time savings since transitioning to iRep on the iPad due to the device's instant-on feature. Reps never have to wait for the system to resume from sleep mode while greeting a physician. Linow's team calculated that compared to their traditional sales representatives, the instant-on feature coupled with quick entry and intuitive design of iRep save users 15 minutes in the field, per day, leaving reps time to see more customers.

Sales reps are also finding that they now have a better work-life balance. This is directly due to the ease of call reporting in iRep. According to Linow, "With our previous system, reps would work until 8pm logging calls or even work on the weekends to finish paperwork. Now they can close the day after the last visit. This is one of the biggest benefits."

## THE OUTLOOK

AstraZeneca Germany's long-term goal is to migrate its entire sales force onto a single CRM system. Veeva's iRep fits the bill with its usability, flexibility, scalability and prebuilt functionality for all user groups including primary care, specialty care, key account management, KOL management and pharmacy sales. "With one system for all users, we'll see seamless data sharing, streamlined collaboration, improved sales efficiency, and other advantages we probably haven't even considered...yet," concluded Linow. ▼