



VEEVA SUCCESS STORY Millennium Pharmaceuticals, Inc.

THE CUSTOMER

Millennium Pharmaceuticals, The Takeda Oncology Company, a leading biopharmaceutical company based in Cambridge, Mass., markets VELCADE®, a novel cancer product, and has a robust clinical development pipeline of product candidates. Millennium research, development and commercialization activities are focused in two therapeutic areas: oncology and inflammation.

“ We formed a true partnership with Veeva to deliver a solution that meets our requirements. Our commercial organization is engaged and excited at the prospect of leveraging the technology to address their evolving needs. ”

- Mark Herson
CIO and VP of Operations

THE CHALLENGE

Change...plain and simple...presented the greatest challenge to Millennium. Many functional or back-office changes to Millennium's previous customer relationship management (CRM) system stressed the system and the organization. At the very least, it would take days or weeks to make even a simple change. It was excruciating and expensive. The client/server system that Millennium's users had relied on for years was simply no longer flexible enough to handle the company's growing needs, especially when competing in today's turbulent pharmaceutical marketplace.

In addition to wanting more flexibility, Millennium needed a faster system. Sales representatives were frustrated by the time wasted waiting for their PCs to sync up with remote databases. Connections were often interrupted and data was often missing. “The system was no longer reliable and it took too much time to do basic functions,” said Peter Rolfe, senior director of commercial & business systems at Millennium. Millennium had also been overly burdened by complicated back-office system administration. The company's technology managers were continually being pulled away from strategic initiatives to fix system errors. “The old system required too much overhead,” added Rolfe.

Overall, Millennium wanted a new system that was agile enough to handle the new speed of business in biotech, plus the following key features:

- > Intuitive, easy-to-use user interface
- > Single, integrated system for managed markets, medical science liaisons and sales reps
- > System integration with company's intranet for shared best practices
- > Additional industry-specific functionality

“We’ve saved the equivalent of at least one FTE per group as a result of the new system.”

- Peter Rolfe
Millennium Pharmaceuticals

ABOUT VEEVA CRM

Veeva CRM is the only cloud-based CRM solution designed specifically for the global life sciences industry. The complete suite delivers rich functionality that supports the unique needs of multiple commercial teams in a single solution. Veeva CRM empowers customers with anytime, anywhere access and advanced reporting capabilities needed to improve user adoption and sales effectiveness, while reducing cost and complexity. Also part of Veeva CRM, iRep has quickly become the industry's choice for comprehensive CRM and closed loop marketing on the iPad with the largest installed base worldwide.

THE SOLUTION

Millennium conducted an exhaustive search, requesting proposals from all major pharma CRM vendors and after narrowing down to a short list of contenders and scrutinizing over their product demos, a steering committee selected Veeva CRM.

“We chose Veeva CRM for multiple reasons,” said Rolfe. “First, the users liked the clean, simple, easy-to-use interface. We were also impressed with the product’s pharma-specific functionality and its robust search capabilities. Lastly, from a systems support perspective, we liked the product’s SaaS platform, which eliminates our need to worry about upgrades and allows for fast and easy configuration changes.”

Veeva worked closely with Millennium throughout implementation, adding or removing functions to meet the customer’s needs. “Their team was very collaborative and designed new functionality for us that will benefit other customers.” Both teams were guided by a single mandate: keep it simple. Millennium insisted that the product stay clean and remain as easy to use as possible.

THE BENEFITS

Since implementing Veeva CRM, Millennium has experienced the following benefits:

Increased Usability – users have responded positively to the simple interface. They can now record a call in just 3 clicks or less, conduct searches in seconds and enjoy lightning-fast access to their data.

Improved Flexibility – due to Veeva CRM’s robust technology, Millennium can make changes when it wants, how it wants, and without worrying about affecting other parts of the system.

Greater Productivity – delivered as a service over the Internet, Veeva CRM frees IT staff from having to maintain servers and other hardware. “We’ve saved the equivalent of at least one FTE per group as a result of the new system,” said Rolfe.

As one of the first pharmaceutical companies to implement a SaaS CRM application, Millennium has no regrets. “Veeva System’s vision for SaaS is dead-on. The interface is clean, the configuration flexibility is great and the platform is robust” concluded Rolfe. ▼