



“ Veeva CRM has enabled many business and operational benefits, including faster deployment, greater flexibility to make quick changes and cost effectiveness. ”

- Head of Global  
Commercial Excellence

## VEEVA SUCCESS STORY

### *Improving Global Sales & Marketing Harmonisation with Veeva iRep*

#### THE CUSTOMER

Headquartered in Switzerland, this biopharmaceuticals leader is focused on the discovery, development and commercialisation of small-molecule drugs as innovative treatments to serve high unmet medical needs. The company provides distribution, sales and marketing services with more than 30 operative affiliates around the world.

#### THE CHALLENGE

The company had been operating 10 different client/server sales force automation systems throughout its operations worldwide. This technology labyrinth was increasingly expensive to maintain, difficult to update, functionally deficient and disconnected from region to region. Moreover, it hindered the company from sufficiently responding to customer needs in an increasingly challenging business environment.

In order to stay competitive globally, the company needed a single platform that would improve efficiency and effectiveness across the organisation as the company's first product neared the end of its lifecycle and its next product drew closer to approval.

#### THE SEARCH

The biopharmaceutical leader wanted a global CRM system built on modern technology for flexibility, seamless integration with mobile devices and global harmonisation.

“Veeva CRM offers industry-specific functionality for all different user groups – from medical science liaisons to field reps – around the world, all integrated within a single solution,” said the company's head of global commercial excellence. “Using Veeva CRM globally will bring greater economies of scale to keep our costs low while ensuring we have the best functionality for all users. Moreover, a single global system will allow for tremendous learning experiences through sharing best practices worldwide.”

**“We needed a solution that could leverage the iPad, and iRep offered us the unique ability to integrate CRM and CLM in one seamless application.”**

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Company executives also cited Veeva's proven track record with tens of thousands of satisfied users globally, role-specific capabilities and trailblazing cloud-based technology as deciding factors in the selection process.

### THE IMPLEMENTATION

After fast and successful pilot projects in the U.S., Canada and Australia, the company decided to deploy Veeva CRM globally. Implementation of Veeva CRM began in late 2011, with a goal of reaching more than 500 users in over 25 markets worldwide by the end of 2012.

The deployment also equipped users with iRep, the industry's only integrated CRM and closed loop marketing (CLM) solution designed specifically for the Apple iPad. The cloud-based product's built-in CLM functionality seamlessly links customer data with interactive content. This allows highly personalised interactions plus automatic capture of call activity and physician insight.

“We needed a solution that could leverage the iPad, and iRep offered us the unique ability to use CRM and CLM in one seamless application. We knew this would empower our field force with the tools to better respond to customer needs, enabling them to work faster, more efficiently and with greater impact.”

### CENTRAL CLM REPOSITORY

iRep supports the company's initiative to move to an all-digital marketing platform. With a new product in the pipeline, the company's goal is to launch this product completely digitally.

By using iRep as a content repository, they have one secure location for all of the new product's knowledge base, marketing activities, scientific studies and more. This content can be pushed out to the individual countries so specialty reps and MSLs always have the latest, compliant content and the company can track material utilisation rates among users.

“Knocking down silos and having marketing, medical and sales all on the same platform creates alignment that improves efficiency on the back-end and unites all customer-facing teams for better customer-centricity on the front-end,” said the company's head of global commercial excellence. “It's what every pharma company is trying to accomplish right now.”

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## THE RESULTS

A few months shy of the full rollout, the company is already experiencing positive results. “With iRep, our specialty reps manage their day-to-day tasks in between calls, leaving significantly less administrative work for them to do at home. Even better, they are getting more face time with doctors.”


Because of the nature of specialty sales, reps need to be able to build and execute sales plans in a structured manner. They can now do this with Veeva CRM and iRep, according to the company. Specialty reps can tailor the presentation and length of call to meet the needs of the customer. “iRep presentations have been well-received by physicians who are typically pressed for time.”

“Innovative digital content and interactivity becomes especially important for our product coming up on the end of its lifecycle,” explains the head of commercial excellence. “Video, peer-to-peer detailing and patient cases enhance interactions, giving our company’s mature product a new life.”

The move to cloud-based Veeva CRM and utilisation of a CLM repository has presented the company as innovators beyond product innovation – they are now technology and content innovators, too. Now, the company is more customer-focused and can react more nimbly to customer requests.

## WHAT’S NEXT?

“Moving forward, the global deployment of Veeva CRM will ensure quality and consistency across countries, enable us to share best practices worldwide and allow our organisation to fully benefit from the economies of scale of a global cloud deployment,” said the head of commercial excellence.

The company also sees potentially a great opportunity to leverage Vault PromoMats, Veeva’s integrated, cloud-based regulated content management system, to manage the regulatory review process for CLM content before it gets fed into iRep. He continued, “Vault fits well with our priorities of efficiency and compliance.” 

## 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.