



## VEEVA SUCCESS STORY

### *Ferrer Pharmaceuticals Gains Better Customer Insight with Veeva CRM*

#### THE CUSTOMER

Ferrer is a multinational pharmaceutical company based in Spain with subsidiaries in Germany, Portugal and throughout Latin America. The company delivers pharmaceutical products of the highest scientific standard combined with health training programmes that provide up-to-date information on the constant improvements in the fields of medicine and pharmacology. Key to Ferrer's success is its commitment to remain in constant, direct contact with health care professionals, patients and the general public.

#### THE CHALLENGE

Ferrer had been using a home-grown sales force automation system for years but recently started feeling the pains of outdated technology. The old system couldn't keep up with the company's changing needs and increasingly complicated sales structure - one which encouraged competition within territories.

For Ferrer, it became mission-critical for the sales reps to have a complete view of one another's interactions with HCPs across territories and over a mobile platform. The company also wanted a direct-to-pharmacy order management system built right into the CRM system – a capability that had been recently integrated into Veeva CRM. It was also important for Ferrer's new CRM system to be intuitive and easy to use both for the sales users and administrators.

#### THE SOLUTION

After evaluating most major CRM providers on the market, Ferrer landed squarely on Veeva CRM for reps to use on their tablets. The solution's multitenant, cloud-based platform would enable Ferrer to quickly and economically make configuration changes to meet its specific business needs.

"We wanted to move to the cloud for all of the flexibility advantages that cloud technology affords, so that put Veeva CRM high on our list from the start," said David Ferrer, CIO of Ferrer Pharmaceuticals.

“ Built-in order management on Veeva CRM is a brilliant solution to a very complicated selling process. ”

- Ivan Santos  
Director of CRM

“Our reps are much more effective now that they have order management integrated with the customer master.”

- David Ferrer  
CIO

“Veeva CRM proved that it could efficiently support our unique sales territory alignment needs,” explained Ivan Santos, Ferrer’s Director of CRM. “The built-in order management functionality was vital because it includes the ability to completely streamline the pharmacy ordering process.”

## THE IMPLEMENTATION

One month into the pilot, Veeva CRM was rolled out to more than 70 Ferrer sales reps in Spain. By the time the rollout was complete, Ferrer had deployed Veeva CRM to its full 600-rep sales force – one of the largest in the country. Reps leverage Veeva CRM to manage the company’s entire pharmacy business, where volume sales are critical to success. With all relevant customer information now available in one place with a smart interface, the team began reporting an increase in efficiency almost immediately.

## THE VEEVA DIFFERENCE: INTEGRATED ORDER MANAGEMENT

Taking, placing and managing pharmacy product orders had always been a lengthy and complex process for Ferrer reps. With Veeva CRM, the pharmacy ordering process is now easily and completely managed from the Veeva CRM interface, enabling the company to process more than 200 orders a day. Here’s how:

### 1. Order Capture

The sales rep inputs the products and quantities through the easy-to-use Veeva interface, and these orders are fed directly into the company’s ERP system.

### 2. Pricing

With Veeva CRM’s real-time, offline pricing engine, discounts and rebates on product orders are automatically calculated for the rep, dramatically simplifying a traditionally multi-step process and allowing for customer-by-customer cataloging. No rep calculator required!

### 3. Order Processing

Orders are automatically sent to the right manager for digital approval and then sent to headquarters where the orders are validated and checked for accuracy. Through the ERP system, orders are processed, invoiced and delivered to the pharmacy.

### 4. Order Confirmation

Ferrer’s ERP system feeds information back into Veeva CRM so the rep can see when an order has been shipped and arrange appropriate follow-up with the pharmacy customer.

## 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.

"In addition to the huge improvements in order-taking efficiency, Veeva's built-in order management functionality enables us to create different product catalogs for different types of customers so we can control what products are shown and available to each account," said Santos. "It's more customer-centric and, at the same time, satisfies a legal requirement."

According to CIO David Ferrer, "Our reps are much more effective now that they have order management integrated with the customer master. The right users have access to the total picture of an account with open windows into call history, order history and more. This makes it much easier to effectively plan customer calls and understand how to best support customers."

## THE RESULTS

The Veeva CRM deployment has even resulted in a significant improvement in job satisfaction for Ferrer sales reps. They now report that they spend less time recording calls and orders and more time working directly with customers. And, with all data in one place, reps are able to better support their customers for overall improved relationships.

Ferrer achieved these results and more, including:

- Improved efficiency with a more streamlined order management tool built into Veeva CRM
- Long-term system flexibility with an easy-to-configure, cloud-based platform
- Complete view of the customer for improved call planning
- Cross-territory data that enables reps to better serve customers and engage in more relevant interactions
- More accurate expense reporting with pre-built integration into Veeva CRM

## THE OUTLOOK

Ferrer also has more than 150 people using Veeva iRep, the single CRM and closed loop marketing (CLM) application designed specifically for the Apple iPad.

In the coming months, Ferrer anticipates the transition of additional business units to iRep with built-in order management. "Reps with iRep will be able to do everything they need on a single iPad device," Santos explained.

Available in dozens of languages and designed to meet local regulatory requirements of markets all around the world, Veeva CRM can be the single CRM platform for global life sciences companies, such as Ferrer. In fact, Ferrer is already planning Veeva CRM deployments to 200+ users in Germany and Mexico.

"Veeva's technology brings all of the advantages of a cloud-based system – scalability, flexibility, accessibility and cost efficiency," concluded Ferrer. Santos added, "Veeva's understanding of the unique needs of pharma companies translates directly into rich and relevant functionality that enhance our understanding of customers as a sales organisation." ▼