



LEADING PHARMA FIRM

# ADOPTS VEEVA CRM

To Improve Sales Efficiency and Productivity



## PROJECT OVERVIEW

A leading pharmaceutical firm wanted to transform their business by integrating and analyzing data from multiple external reporting systems to provide alerts and sales predictions. This in turn significantly improved sales efficiency and productivity using Veeva CRM.

## CLIENT PROFILE

Based in Europe, our client is a century-old global pharmaceutical company with a presence in nearly 200 countries. They cater to the evolving healthcare needs of over a billion people worldwide.



## BUSINESS CHALLENGE

The client began expanding their business as early as 2010. As the business grew, there was a need to harmonize operations across regions. However, due to the fragmented IT infrastructure deployed over time, the company was challenged with disparate and siloed systems, which impacted sales visibility across the organization.

The legacy systems limited collaboration among stakeholders such as account managers, field officers, medical representatives, and marketing staff. Lack of integration between CRM and backend systems hampered mobility and productivity of the workforce.

Client needed a unified CRM system that integrates smoothly with enterprise IT systems.

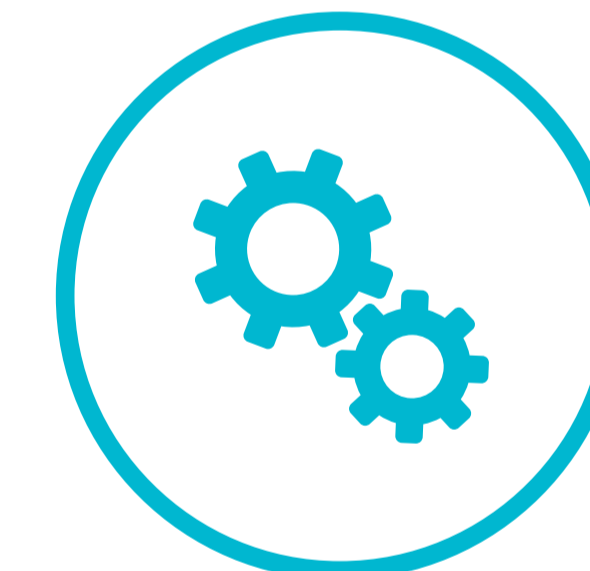
They sought a technology partner to implement a solution that offers complete visibility into customer interactions.



**Disconnected and siloed systems**



**Limited visibility into sales cycle**



**Inefficient processes**

## QBURST SOLUTION

The client's business requirements necessitated an advanced cloud-based architecture. We recommended Veeva CRM considering its integration and customization capabilities. The solution offers rich functionalities specific to the pharma industry.

QBurst tailored the Veeva CRM platform to address the collaboration and mobility challenges faced by the client. We migrated existing data, redesigning the functionality to be compatible with the native Microsoft Dynamics CRM Online environment, and created new reports and dashboards to support executive management.



*QBurst provided end-to-end strategic consultation and technical guidance centered around the benefits of Veeva CRM, adding value to our business with the implementation.*

*Project Lead & Head of IT*

## KEY FEATURES

- ★ Online and offline access using Roambi as the reporting tool
- ★ Dynamic data reports using SSRS and XLCubed
- ★ Customizable reports generated using Tableau

## TECHNOLOGIES USED

 Veeva CRM

 pharmaANALYTICS™

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## BUSINESS BENEFITS

- ★ Sales cycle reduced by 23%, resulting in higher productivity and efficiency of customer-facing teams
  - ★ Significantly improved collaboration between stakeholders
  - ★ Cloud-based system reduced maintenance costs by 17%
  - ★ Improved accuracy in reporting
  - ★ Single, comprehensive view of customers ensured faster and efficient sales conversions
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