



A High AI-Q[™]
Company

Veeva CRM Implementation to Enhance Pharmaceutical Sales

Harmonizing global sales operations by integrating siloed reporting systems into a unified Veeva CRM platform for predictive insights.

Overview

We deployed a tailored Veeva CRM solution integrated with multiple external reporting systems to provide real-time alerts and sales predictions.

- Reduced the sales cycle by 23%, significantly improving the productivity and efficiency of customer-facing medical representatives.
- Lowered infrastructure maintenance costs by 17% by migrating legacy on-premise functions to a scalable cloud-based architecture.



Client Profile

Headquartered in Europe, this global pharmaceutical leader operates across 200 countries with a mission to meet evolving healthcare needs. With over a century of heritage, the company manages a vast workforce of clinicians and field staff dedicated to delivering medicine to over a billion people.

Challenges: Fragmented Infrastructure and Siloed Data

As the client expanded globally, their decentralized IT landscape became a barrier to operational harmony:

- **System Disconnection:** Disparate and siloed legacy systems created "blind spots" in the sales cycle, impacting organizational visibility.
- **Collaboration Gaps:** Limited digital tools for real-time data sharing between account managers, medical reps, and marketing teams.
- **Mobility Constraints:** Lack of integration between the CRM and backend systems hampered the productivity of field officers during healthcare provider visits.

- **Reporting Inaccuracies:** The manual effort required to consolidate data from multiple sources led to delayed and inconsistent executive reporting.

Solution: Unified Cloud-Based Pharma Intelligence

We implemented a customized Veeva CRM platform specifically designed to bridge the gaps in the client's global sales operations. By migrating existing data and redesigning functionalities to be compatible with a cloud-native environment, we created a seamless flow of information between the field and the home office.

The solution centers on data orchestration and predictive analytics:

- **SaaS Integration:** Leveraged Veeva's industry-specific cloud architecture to consolidate data from multiple external reporting systems.
- **Custom Reporting Engine:** Developed a comprehensive analytics layer using Tableau and PharmaANALYTICS to deliver sales predictions and trend alerts.
- **Offline Mobility:** Configured the system to support uninterrupted field operations, ensuring medical reps can access critical physician data regardless of connectivity.

Key Features and Technical Highlights

- **Advanced Data Visualization:** Integrated Tableau to generate customizable, executive-level reports on regional sales performance.
- **Dynamic Reporting:** Utilized SSRS and XLCubed for high-fidelity data reports and real-time synchronization.
- **Enhanced Mobility Tools:** Integrated Roambi to provide online and offline access to reporting dashboards on mobile devices.
- **Stakeholder Dashboards:** Created unified views that allow marketing and sales staff to track the entire customer journey in one window.

Impact

- **Accelerated Sales Cycle:** Achieved a 23% reduction in the sales cycle, leading to faster conversions and higher team efficiency.
- **Reduced Overhead:** The shift to a cloud-based CRM resulted in a 17% decrease in IT maintenance and licensing costs.
- **Improved Decision-Making:** Single, comprehensive views of customer interactions ensured high reporting accuracy and reliable sales forecasting.
- **Strengthened Collaboration:** Successfully synchronized activities across global regions, enabling better alignment between field reps and executive management.