

Pharmaceutical Company Gains Sales Edge with Help from a BlackBerry Solution



Industry:

Pharmaceutical

Region:

Asia Pacific

Company Size:

Large Organization: 1,200 employees

Email Platform:

MDaemon® Messaging Server by Alt-N Technologies®

Solutions:

BlackBerry® smartphones
BlackBerry® Enterprise Server
Sales Planning and Achievements (SPA) app by iCubix Infotech

Key Benefits:

- Able to remotely access CRM tools
- Helps improve workflows and approvals
- More competitive company image

With a market presence in 76 countries, Claris Lifesciences Ltd. (“Claris Lifesciences”) is one of the largest sterile injectables pharmaceutical companies in India. The company manufactures generic drugs across various therapeutic segments, including anesthesia, critical care, anti-infectives and renal care.

Claris Lifesciences has a mobile sales force and executive team that interacts with medical professionals, doctors and surgeons on a daily basis, discussing solutions and promoting sterile injectable products for hospital use. Sales personnel meet with about 10 physicians per day and commonly see the same doctors multiple times each month. The sales force needed a way to keep track of these visits, to manage important customer and supply chain partner interactions – such as leads, products discussed, hospital needs and any urgent follow-up items.

The company was also looking for a secure way to improve employee productivity during downtime and when travelling. This time was seen as an opportunity to make notes, do research and prepare for future meetings. But there was no easy access to the company’s network and Customer Relationship Management (CRM) tools without locating a Wi-Fi® hotspot or finding a location with internet connections for their laptops.

The BlackBerry Advantage

Claris Lifesciences’ IT department integrated the BlackBerry Enterprise Server with the MDaemon messaging server and deployed 350 BlackBerry smartphones to their sales teams and executives.

“Being able to put these devices in the hands of our employee’s hands and securely push updates and important corporate information while the devices are seamlessly connected with our internal ecosystem, was a major determinate in choosing the BlackBerry solution” said Roopesh Madan, Vice President of Information Technology at Claris Lifesciences.

“We’ve been able to reduce overall communications charges. Our analysis shows that our staff is now emailing and messaging more than calling – this means our voice roaming charges within India have decreased by as much as 24 percent since we switched to the BlackBerry solution. BlackBerry smartphones are also more cost-effective to implement than PCs with conventional Internet connections.”

~ Roopesh Madan, Vice President of Information Technology

The BlackBerry Enterprise Server has built-in IT controls and policies that allow the IT department at Claris Lifesciences to protect sensitive corporate information. “The BlackBerry architecture gives the IT administrator central control of the devices and what’s being accessed from employees on the road,” said Madan. “We’ve also been able to develop other in-house solutions that provide Intranet access to workflow extension applications that help improve productivity.”

To help connect the BlackBerry smartphones with their CRM system, Claris Lifesciences worked with iCubix Infotech to develop a hosted sales force automation app called Sales Planning & Achievements (SPA). The app offers offline access on the BlackBerry so it can be used even when a mobile service provider’s signal is not available. For example, sales reps can record notes while offline which will automatically get synchronized with the central application once the user is back in a network signal range. The application is seamlessly integrated with the BlackBerry Enterprise Server and connected through the employee’s device.

“The BlackBerry solution offers a very effective way for us to transmit corporate data. We’ve noticed an improvement in workflow processes, easier access to customer information by the sales team, and now that executives are always connected to their teams by way of the devices, we have also noticed a more efficient approval process,” said Madan.

www.blackberry.com/go/success



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