

Pharmaceutical Vertical Case Study

IMPORTANT:

Due to a governing confidentiality agreement, we've refrained from disclosing actual client and solution names. These have been changed appropriately, to more generic sounding terms and nomenclatures.

Company:

A specialty pharmaceutical company that identifies, develops and commercializes innovative products to meet medical needs in gastroenterology.

Industry:

Healthcare

Mobile Platform:

Android/Blackberry/iPhone

Business Challenge:

The company employs a specialty sales force to promote company's pharmaceutical products to physician practices, hospitals and other healthcare entities. The sales representatives provided with laptops, access the CRM system deployed by the company to document sales call details, update and process customer contact information, historical records and verify distribution of product samples. The access to CRM to fetch and post information in real time is a hindrance due to unavailability of internet access during sales visits.

The challenge was to develop a solution for mobile devices of the sales representatives so that they have anywhere, anytime access to CRM system. This should enable them to fetch and post information in real time thereby increasing the efficiency of sales processes, and improve data accuracy and availability. Additionally, the information posted by sales representatives should immediately get updated on centralized CRM server so management could monitor their activities in near real time.

Software Solution:

We at Rapidsoft Technologies have developed a solution for the company that allows its sales representatives to access the CRM on their mobile devices and fetch and post information through mobile network in real time. The updated information on the mobile devices gets synced to Rapid soft's middleware server which in turn is connected to the centralized CRM server. The management is provided with a web based interface which allows them to view the updated information and sales reports in near real time.