

ROCHE PHARMACEUTICALS

HIGH-PERFORMING SCALABLE CRM SOLUTIONS THAT DRIVES SALES & MARKETING EFFICIENCIES AND TOP LINE REVENUE GROWTH

Roche Pharmaceuticals is a pioneer in healthcare, committed to improving people's health and quality of life. They are industry leaders at the forefront of cutting-edge biotech research, developing innovative products and services that allow for the early detection, prevention, diagnosis, and treatment of various diseases, in areas of significant unmet need. Throughout their 100 year history of scientific excellence, Roche has pioneered many medical breakthroughs and cultivated unrivaled expertise in the areas of diagnostics and pharmaceuticals, standing today as one of the top provider of clinically differentiated, value added healthcare and medicine.

The Challenge

As biotech R&D costs skyrocket and competition within the industry accelerates, innovative and creative marketing for Roche's products and services are playing an increasingly crucial role in their efforts to maximize the value of their research investments. Roche was seeking a way to improve their advertising and marketing initiatives in order to drive higher conversion and gain deeper knowledge of their customers' needs.

After a carefully review of their current infrastructure, Roche found that their internal technology platforms no longer met their current and future business needs and hindered to pursuit of their full projected growth potential. Roche's current system impacted their overall business performance as it prevented their sales and marketing teams from working collaboratively, resulting in:

- ✓ Inability to plan and track marketing activities, tasks, budgets and details
- ✓ Inability to tracking individual or group sales quotas
- ✓ Inability to identify KPI's for sales optimization
- ✓ Inability to track key marketing objectives and goal achievement
- ✓ Inability to set up product catalogues, price lists and discounts for optimal offers
- ✓ Inability to track revenue goals by dates, financial periods or other predefined criteria
- ✓ Decrease in accuracy of revenue projections and forecasting
- ✓ Lack of coordination between Sales & Marketing activities

The inefficiencies in these functions was largely attributed to the disparate systems and information silos that these activities were built on. Data collection was not streamlined and resulted in, not just major latencies in analysis and execution, but also in serious information gaps and disparities between departments, resulting in lost business opportunities and inconsistent customer engagement.

Roche required a more reliable, innovative solution capable of driving sales, raising business performance, and developing a higher standard of customer service and satisfaction. With emphasis on improving their marketing and advertising strategies, Roche was in search of a solution that would allow them to leverage social, mobile and cloud technologies in order to accelerate the outcomes of their campaigns and drive conversion. The solution needed to address the immediate barriers to their growth, such as:

- ✓ The heterogeneous and fragmented mix of sales and marketing applications
- ✓ Unsynchronized data across sales and marketing and unequal access
- ✓ Lack of mechanisms for information exchange and productive collaboration between Sales & Marketing
- ✓ Legacy systems and processes that could not scale with their business demands
- ✓ Lack of Sales and Marketing performance measurement, effective budget tracking, and accurate forecasting capabilities

The Solution

After a systematic appraisal of the underlying systems of their current Sales & Marketing activities, PositiveEdge narrowed down Roche's key requirements of the new system deployment to the following capabilities:



Functional and reporting capabilities



IT scalability to support current performance requirements and future growth



Interoperability with current systems



Mechanisms for increased revenue projection accuracy for individual and group forecasting



Detailed revenue goals tracking by dates, financial periods, and other predefined criteria

It was crucial that the architecture of the custom application platform was aligned with Roche's business growth roadmap. Given the requirements, PositiveEdge set out to develop and implement a Microsoft Dynamic CRM platform to allow for streamlined proactive operations among their Sales & Marketing teams with custom built tools. Campaign managers would be equipped with 360 degree visibility campaign performance tracking in order to better optimize strategic decision making while field sales would have access to dynamic tools that assist with managing sales records, customer contacts and purchasing history, creating opportunities that would have not been accessible otherwise.

overview

INDUSTRY

Biotech & Healthcare

SOLUTION SUMMARY

Implement a CRM solution, focused on enhancing Sales and Marketing collaboration

TECHNOLOGY

Microsoft® Dynamics CRM
Microsoft® .NET Framework
Microsoft® SQL SharePoint
Microsoft® SQL Server

BENEFITS

- Targeted Marketing
- Microsoft Outlook Integration
- Automation Features
- Consistent Customer Engagement
- Global Access 24/7 from Multiple Devices
- Improved Organization Collaboration

RESULTS

- Improved sales data and competitive analysis
- Streamlined work flows
- Targeted marketing & sales campaigns
- Measure key marketing objectives with comprehensive goal-tracking capabilities
- Stronger collaboration between sales and marketing functions
- Ability to track revenue goals by dates, financial periods or other predefined criteria
- Instantly track sales quota versus attainment at an individual or group level
- Ability to identify key trends for deals won or lost and optimize the sales process

The Benefits

By integrating sales and marketing functions in a shared platform with specialized tools, Roche was able to drive the total performance of both business groups. Sales departments enterprise-wide were able to run consistent sales processes with predefined workflows and instantly track sales quotas versus attainment at both the individual and group level. Improved, dynamic access to data has allowed sales teams to identify key trends for deals won or lost and dynamically optimize their process, while empowering marketing teams with full visibility into the impact of their campaigns along with actionable customer engagement insights to further target and maximize their initiatives and improves customer relations.

The Results



PES successfully deployed a comprehensive Microsoft Dynamic CRM solution for Roche with custom features to support and drive their business growth roadmap. The solution was so successful, Roche's ROI increased by more than 40% and continues make new opportunities for further growth accessible.

ABOUT POSITIVEEDGE SOLUTIONS

PositiveEdge Solutions helps customers design, develop and deploy software solutions for critical customer-facing business challenges. With our unparalleled commitment to customer and project success, along with our comprehensive knowledge of Microsoft technologies and broad industry experience and methodologies, we extend the capabilities of core business platforms to create commercial advantage for our customers. By leveraging our unique onshore/offshore delivery model, our consultants work around the clock to provide solutions quickly and cost effectively, which add measureable value to your business.



positiveedge