



Roche Pharmaceuticals:

Innovating healthcare by focusing on developing medicine and diagnostics

CASE STUDY

Positiveedge Solutions provides Roche a High-Performing scalable CRM Solution that improved Sales & Marketing efficiencies and top line revenue growth for the company.



OVERVIEW

Industry
Products

Solution Summary
Implement a CRM solution,
focused on R&D

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

Benefits

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

Roche plays a pioneering role in healthcare as an innovator of products and services for the early detection, prevention, diagnosis and treatment of diseases. They contribute on a broad range of fronts to improve people's health and quality of life. Roche provides products according to the needs of specific patient groups.

Their mission today and tomorrow is to create added value in healthcare by focusing on their expertise in diagnostics and pharmaceuticals.

During the 100-plus years since it's founding, Roche has pioneered many medical break-throughs. Today their diagnostics and pharmaceutical divisions contribute on a broad range to improve people's health and quality of life.

RESULTS

- Improved sales data and competitive analysis
- Streamlined work flows
- Targeted marketing & sales campaigns
- View of KPI's through GUI dashboard
- Measure key marketing objectives with comprehensive goal-tracking capabilities
- Better collaborate with co-workers with embedded presence features
- Ability to track revenue goals by dates, financial periods or other predefined criteria
- Instantly track sales quota versus attainment at individual or group level
- Ability to identify key trends for deals won or lost and optimize the sales process

The Challenge

Innovative and creative marketing is more important than ever in a shaky economic climate. To drive higher conversion and gain deeper knowledge of their customer's needs, Roche sought ways to improve their advertising and marketing initiatives within their business solutions.

With careful review, the business discovered their internal technology platforms no longer met their current and future business needs. In fact, it was a hinderance to expected growth potential. Based on old technology, Roche's internal system couldn't support the sales and marketing teams collaborative working environment. This had a serious impact on business performance resulting in:

- Inability to plan and track marketing activities, tasks, budgets and details
- Inability to set up product catalogues, price lists and discounts for optimal offers
- Lack of collaboration between Sales & Marketing co-workers with embedded presence feature
- Incapable of following key marketing objectives and track goals
- Decrease in accuracy of revenue projections and forecastings
- Inability to track revenue goals by dates, financial periods or other predefined criteria
- Incapable of tracking individual or group sales quotas
- Inability to identify KPI's for sales optimization

In fact, the vast majority of marketing and sales time was spent data collecting from multiple disparate systems resulting in potential loss of business opportunities and inconsistent customer engagement processes rather than analyzing the data and making informed decisions.

Roche required a more reliable, innovative solution that would drive sales, increase business performance, and develop a higher standard of customer service and satisfaction. With emphasis on improving their marketing and advertising strategies, Roche wanted to leverage new technologies such as social, mobile and cloud distributions which are the driving forces behind most successful campaign today.

SALE & MARKETING



The overall vision was to solve:

- The heterogeneous mix of sales and marketing applications resulting in high costs and difficulty in maintenance
- Provide synchronized data across sales and marketing
- Address the lack of flexibility to adapt to business change / new requirements
- Improve Sales and Marketing collaboration and information sharing
- Measure effectiveness of Sales and Marketing performances with budgeted, forecast and actual projections

The Solution

During collaboration, PositiveEdge assessed Roche's current business situation to further define requirements and to develop a systematic approach that would lead them to the solution that worked best for their business. The system development focused on multiple categories:

- Functional and reporting requirements
- IT scalability to support current performance requirements and future growth
- Interoperability with current systems
- Increase accuracy of revenue projections for individual or group forecasting
- Track revenue goals by dates, financial periods or other predefined criteria

With assessment of the latest technology and competing campaigns, Roche's requirements became clear. The best business solution for their sales and marketing was to implement Microsoft Dynamic CRM. The overarching goal was to increase ROI by 40%. Introducing a highly efficient, streamlined solution would increase proactive operations with less need for staff support.

This approach enabled PES to form a conclusion to a successful solution that was driven by analyzing future business processes and the ability to build an architectural design for a custom application platform that was aligned with the business growth roadmap.

Giving Roche's Sales and Marketing department access to streamline data, enables a more productive approach to sales and tracking of ROI. In addition, field sales also has access to dynamic tools that assist with managing sales records, customer contacts and purchasing history, creating opportunities that would have not been accessible otherwise.

GRAPHICAL INTERFACE



Such an implementation offered the possibility of running statistics to optimize their internal strategies by viewing campaign performances at 360° view, following up with target marketing strategies and improving sales data and competitive analysis by viewing KPI's through GUI dashboard interface. As well as:

- Establishing consistent sales processes enterprise-wide with predefined workflows
- Instantly track sales quota versus attainment at individual or group level
- Identify key trends for deals won or lost and optimize the sales process

In order to maximize the efficiency of the sales and marketing teams, PositivEdge Solutions worked with Roche to customize the auto features used to manage marketing activities with Microsoft Dynamics CRM, based on specific criteria. The ease of development in .NET for this type of functional counterpart allows users to customize features such as email under short deadlines.

Deployment

A specific criterion for deployment was the ability to customize and send sales and marketing emails through auto feature as well as having the ability to track lead response time remotely from any device.

The Results

PES successfully deployed a comprehensive Microsoft Dynamic CRM solution for Roche with custom features that can support growing cloud and social technologies. The solution was so successful Roche increased ROI by more the 40% and are now maximizing on other opportunities that are now accessible.

Roche has highly capable and professional tools that allows them to increase their sales and marketing efforts and realise business opportunities. With the capability to access information dynamically they are streamlining marketing efforts with targeted campaigns that improves customer relations and work performance overall.



About Positiveedge Solutions

Positiveedge Solutions helps customers design, develop and deploy software solutions for critical customer-facing business challenges. With our uncommon commitment to project success, along with our comprehensive knowledge of Microsoft technologies and backed by broad industry experience and methodologies, we extend 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 measurable value to your business.

Next Step:

Contact us to discuss how we can help with your business needs.

Prashanth Prahlad

Managing Director

510.579.2144

pprahlad@positiveedgesolutions.com

www.positiveedge.net

Corporate Office:

39899 Balentine Drive, Suite 300

Newark CA 94560

Phone: 510-315-0061

Fax: 510-315-0061