

Infosys CRM offering leveraging Veeva





Life sciences companies are facing multiple challenges with their existing CRM solutions:

- High cost of maintenance and enhancements for custom developed or generic CRMs
- Difficulty in upgrading, integrating and enabling existing traditional ERP solutions on mobile devices
- Disparate applications with minimal integration / collaboration used for marketing and sales functions

Veeva CRM solution is developed for life sciences and biotechnology business processes. The solution eliminates these issues through fully integrated CLM, SFA, approved emails and analytics over cloud.



Infosys Veeva practice overview

Mature Practice	People	Engagement	Alliances
 <ul style="list-style-type: none"> • 2 years Veeva CRM • 5 years old SFDC • 10+ years old CRM practice 	 <ul style="list-style-type: none"> • 40+ Veeva certified • 350+ SFDC certified • 90+ Life sciences domain experts 	 <ul style="list-style-type: none"> • 4 Veeva • 100+ SFDC 	 <ul style="list-style-type: none"> • Veeva content provider • Veeva CRM – In progress • SFDC gold partner
<p>Positioned as a</p> <ul style="list-style-type: none"> • leader among 11 companies in The Forrester Wave™, Salesforce.com Implementation, Q2 2011 • leader in the IDC MarketScape: Worldwide Life Science Sales and Marketing ITO 2013 Vendor Assessment • major player in the IDC MarketScape: Worldwide Life Science R&D ITO 2013 Vendor Assessment 			

Benefits derived by our clients

Reduced ASM cost by 25%-30% due to pay-per-use model

Improved end-user experience with average engagement level score of 6.2 to 6.6 on scale of 7

Continuous improvements in operations resulting in 3% to 5% lower running cost year-on-year

Key services offered:

Consulting	Implementation	Data integration	Independent Testing	Steady state ASM
Helping clients on a business case to select tools around SFA, territory management, CLM implementation	Veeva CRM implementation, migration and independent testing, Digital Factory setup and run for CLM	End-to-end data integration as per client IT landscape and applications involved	Automated test cases to cover test scenarios around account management, call management, sample management, order management, KAM, KOL, CLM	Incident, service request, problem management and minor enhancements, in English and non-English (European, Latam, APAC)

Our differentiators:

1. Pre-Built ODS to Veeva CRM interfaces helps you integrate faster
2. Repository of :
 - a. CLM KPIs by therapeutic areas
 - b. Canned survey questions by therapeutic areas
 - c. Email templates incorporating the best practices
 - d. Do's / Don'ts around CLM presentation
 - e. 80+ knowledge based articles (KBAs) for most common issues faced and there resolution / work arounds
3. Smart apps over iRep improving sales reps productivity
4. 150 + life sciences domain experts, 160K+ work force across 94 nationalities
5. Veeva certified front end support provided in 18+ languages across Europe, Latam and APAC region
6. Automated Veeva test suite saves 40% of your testing effort

Key success story:

Veeva CRM roll-out and support

- Supported UAT and roll-out trainings across 17 countries in Europe and Canada in 6 non-English languages (German, French, Italian, Portuguese, Dutch, Greek)
- Servicing 4900+ sales rep through monthly 1000+ L2 & problem analysis request serviced with 80% resolve SLA scores
- Supporting a complex architecture (Hub and Spoke) where in has 30+ interfaces that transact in data around accounts, products, alignments, call interactions, samples, orders etc .
- Optimized these interface's performance through improved failover mechanism and incremental load
- Supported and enhanced territory alignment, order management, key account management functionality across critical markets
- Supported the closed loop marketing module through
 - 780+ presentations completed across ~50 brands
 - 20+ rep triggered emails (RTEs) completed
 - Up to 35% reduction in "time-to-market" of e-detailing presentations

About Infosys

Infosys is a global leader in consulting, technology and outsourcing solutions. We enable clients, in more than 30 countries, to stay a step ahead of emerging business trends and outperform the competition. We help them transform and thrive in a changing world by co-creating breakthrough solutions that combine strategic insights and execution excellence.

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