

INFOSYS CRM OFFERING LEVERAGING VEEVA

Life sciences companies today face a host of challenges with their existing CRM solutions. These include:






- High cost of maintenance and enhancements for customized 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

Infosys CRM offering leverage Veeva CRM package that is specifically developed for life sciences and biotechnology industry. The solution addresses these challenges by reducing cost of maintenance, easier mobile enablement, cross functional integration and deployment of integrated features like CLM, SFA, Approved Email and analytics in the Cloud.



Infosys Veeva practice: An overview

Infosys Veeva CRM practice enables our customers to implement the solution within 6 to 10 months.

Mature Practice	People	Engagement	Tools / Accelerators	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"> • Siebel to Veeva migration methodology • Veeva academy & certifications • SFDC vs. Veeva selection framework • Automated regression suite 	 <ul style="list-style-type: none"> • Veeva content provider • Veeva CRM – In progress • SFDC gold partner

Positioned as a

- 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 maintenance cost (L2 & L3) by up to 25 – 30 percent, owing 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 8 to 10 percent lower running cost year-on-year (YoY)

Features

Key services offered

Consulting	Implementation	Data integration	Independent Testing	Steady state of maintenance
Helping a client, in a business case, to select SFA, territory management, and CLM implementation tools	<p>Veeva CRM implementation, migration, and independent testing</p> <p>Digital factory setup and run for CLM</p>	End-to-end data integration in accordance with the client's IT landscape and applications involved	Automated test cases to cover test scenarios for account management, call management, sample management, order management, KAM, KOL, and CLM	Incident, service request, problem management, and minor enhancements in English and non-English (European, Latam, APAC)

Our differentiators

1. Pre-built operation data source (ODS) and Veeva CRM interfaces that save **40 – 50 percent** build effort
2. Siebel CRM-to-Veeva CRM migration framework that saves **22 – 30 percent** migration effort
3. Automated Veeva test suite that saves **30 – 40 percent** testing effort
4. **iRep custom apps** to help sales representatives with their tasks
5. Veeva certified front-end support provided in **18+ languages** across Europe, Latam, and APAC region
6. Repository of **80+ knowledge-based articles**, canned intuitive operational dashboard reports, rep-triggered email templates, and best practices for CLM

Key success story

Veeva CRM roll-out and maintenance for a Top 3 pharma company

- Serviced 4,900+ sales representatives through 1,000+ L2 and problem analysis request serviced on a monthly basis
- Supported UAT and roll-out trainings across 23 countries in Europe and Canada, in 6 foreign languages (German, French, Italian, Portuguese, Dutch, and Greek)
- Supported a complex architecture (hub and spoke) that has 30+ interfaces, which transact in data pertaining to accounts, products, alignments, call interactions, samples, orders etc. The performances of these interfaces were then optimized through improved failover mechanism and incremental load design.
- Supported and enhanced functionality of territory alignment, order management, key account management, and commercial policies 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 percent reduction in time to market of e-detailing presentations

For more information, contact askus@infosys.com



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