



Pharma Partnering

Business Partners On Demand

Case Study 1 – Veeva CRM Implementation

Client

A global biotech in rare diseases. International headquarters in London.

Brief

Following a detailed RFP assisted by us, implement a Veeva multi-channel CRM across relevant EU countries without engaging additional consulting support. Implementation to include requirements, configuration, UAT, data migration, training, Vault link-up, MyInsights and GDPR consent capabilities.

Outcome

Veeva CRM was implemented and rolled out to c150 users inside 6 months end-to-end with the roll-out phase taking a matter of 6 weeks. Working with Veeva Professional Services directly, the client saved significantly compared to engaging Veeva partners or consulting firms. Relevant data was migrated from the legacy CRM. Internal project team were managed to achieve this on time and budget, comprising IT, Compliance and CRM Admin. An internal “super user” team were recruited to assist with UAT, training and ongoing adoption.

If you are interested in working with us or have any questions,
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