



# Pharma Partnering

## Business Partners On Demand

### Case Study 2 – Veeva MyInsights Field Analytics

#### **Client**

A global biotech headquartered in Slough, UK.

#### **Brief**

After a lengthy Veeva implementation the client needed to consolidate their analytics and reporting capabilities and were missing a key component in terms of field insights via the iPad, available to field users offline. The client needed to get clear very quickly on their roadmap and deliver some early benefits to their senior management. They also needed to equip their field teams with clear and concise activity metrics to enable tactical adjustments and course corrections.

#### **Solution**

An early hypothesis proved to be true and delivered an opportunity to enable field users with Veeva MyInsights (in-CRM reporting) filling the gaps identified. Mock-ups and data models were analysed and built to enable the client's IT and BI functions to engineer the required solution quickly and effectively.

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