



Pharma Partnering

Business Partners On Demand

Case Study 5 – Mobile Business Intelligence

Brief

Moving from a centralised sales team model to a KAM approach the client needed a truly mobile analytics solution that would run alongside their budget impact and e-detailing programs on 2nd generation iPads. The solution had to link to their central data warehouse which contained all approved and sanitised metrics, business rules and KPIs.

Solution

Working with a core team including Marketing, the GM, KAM's and Business Intelligence an offline iPad BI solution was configured and tested. Linking dynamically to the central data warehouse meant that numbers were the same everywhere and updates were seamlessly automatic. Basing everything the KAM needed on a simple iPad device meant that adoption was accelerated and ROI realised faster. Customer engagement also soared on the basis of simplistic information sharing.

If you are interested in working with us or have any questions, you can get in touch by emailing us at info@pharmapartnering.co.uk or by calling +44 (0) 7887 686392 or +44 (0) 1622 814792

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