



# Pharma Partnering

## Business Partners On Demand

### Case Study 7 – Europe and Canada CRM Optimisation

#### Client

A manufacturer of a potential block-busting orphan drug for rare liver diseases with their European HQ in London. Essentially a start-up business but building infrastructure for the future.

#### Brief

Work as a contractor yet part of a small and intimate team to initially complete the CRM deployment across the region, then move into country engagements and bring relevant capabilities and skills into play to enable product launches. Manage the vendor, expand the SLA scope, achieve real cost savings. Latterly start to build out sales team coaching tools and account management functionality, both closely aligned to defined business needs.

#### Solution

Embedded as part of the client's team and implemented a 33/33/33 percent role model split equally between the regional CRM roadmap, deep country support and managing the vendor (from SLA to budget). Achieved "business as usual" for CRM and several targeted enhancements / cost savings in the space of 9 months

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](mailto:info@pharmapartnering.co.uk) or by calling +44 (0) 7887 686392 or +44 (0) 1622 814792

Pharma Partnering  
2 Jubilee Cottages  
Lees Road  
Laddingford  
Maidstone. Kent. ME18 6DD

+44 (0) 1622 814792  
+44 (0) 7887 686392

[info@pharmapartnering.co.uk](mailto:info@pharmapartnering.co.uk)

