

Relavis eSales™ at work: Healthcare - Process



Business Profile



Provides medical nutrition to residents/patients in convalescent, acute and homecare settings. Key products include:

- Enteral feeding formulas
- Disease-specific formulas
- Nutritional supplements
- Texture modified foods
- Access devices

Industry

Health Care – Process

Geographies

Europe, United States

Business Application

CRM/eBusiness

The Challenge

Novartis realized that the mergers and acquisitions in the healthcare industry had drastically changed provider networks and distribution patterns, as well as who their customers were, and how they wanted to do business with them. As a result, many organizations were operating under new financial and operational constraints and competitive pressures. Moreover, Novartis' customers had become much more sophisticated in their business practices, and were looking for solutions not just products – creating fierce competition in the healthcare industry to satisfy and maintain customers.

Satisfying and keeping their customers was an important business issue for Novartis. In addition, being able to effectively collaborate within and outside the organization was crucial. They realized that a CRM solution would support their needs to:

- Understand who their customers are, and provide a systematic way to capture, analyze and use this information
- Merge two contrasting sales forces within one organization, and automate their sales processes to establish consistency
- Change sales philosophy to comprehensive, customized solutions vs. products

The Solution

With the Relavis eBusinessStreams solution, Novartis has been able to:

- Rollout their CRM solution to an initial 215 users in their sales organization
- Provide collaborative team planning, coaching and execution, and the ability to identify and share expertise throughout the entire organization
- Identify opportunities, both immediate and long term
- Respond to customers more effectively and with a better understanding of who they are

The Results

By implementing the Relavis solution, Novartis has been able to achieve significant results:

- A few months after implementation, sales are up 5% (extremely significant for this mature industry) and profit estimates are on target
- Sales opportunities involve broader solutions and reflect a more complete product line; not individual products.
- The collaborative capabilities helped bring more people together (both inside and outside the company) faster, and more efficiently and effectively

“Relavis's solutions provide the best that Lotus technology has to offer. They understand our business and how to make CRM initiatives successful. Their product and organizational flexibility are critical to our success.”

Michael L. Hicks - Associate Director, Sales Development for Novartis Nutrition

About Relavis Corporation

Headquartered in New York City, Relavis Corporation provides a comprehensive CRM solution that utilizes collaborative technologies innovatively, which results in enhanced value to sales, service and marketing teams. The software suite, Relavis eBusinessStreams, leverages existing technology investments, and provides CRM automation that allows an organization to efficiently and effectively interact with their customers, prospects, partners and internal associates. Based on the IBM Application Framework for e-business, Relavis offers a Domino and WebSphere version of its software.

Relavis is an IBM Strategic Alliance Partner and is honored to have received eight IBM/Lotus Beacon awards. Some of the 500+ customers include Barclays Bank, Canon, Degussa, Maytag, Dupont, Engelhard, FMC, International Paper, Michelin, Ondeo-Nalco, Praxair, Schering, Schneider Electric, Schneider National, Inc., and Shaw Industries. Relavis eBusinessStreams is available in multiple languages. For more information, visit the Relavis website at <http://www.relavis.com> or call 212 995-2900.

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