

## Relavis eSales™ at work: *Pharmaceuticals*



### **Business Profile**



A global research based pharmaceutical company headquartered in Germany with more than 25,000 employees worldwide and a turnover of 4,842 billion Euros in 2001, 89% of this abroad. Business areas are:

- Fertility Control & Hormone Therapy
- Specialized Therapeutics
- Dermatology
- Diagnostics & Radiopharmaceuticals

### **Industry**

Pharmaceuticals

### **Geographies**

Europe, United States, Latin America, Canada, Asia, Middle East

### **Business Application**

CRM/eBusiness

### **The Challenge**

Schering AG has over 130 subsidiaries and associated companies worldwide. These subsidiaries are using various applications to manage their sales force. A survey in 1999 showed that the subsidiaries of the Schering Group were running about 25 different solutions, some subsidiaries having no system at all in place. There were all sorts of databases, offline technologies, self-made applications, and third party applications installed. They needed to collaborate.

The goal was to set up a Schering standard for Sales Force Automation. This first step to CRM needed to decrease implementation time, increase internal know-how and the solution had to be customizable to Schering's needs. Schering has made large investments in their Notes/Domino infrastructure creating a single domain worldwide. Therefore, one of the main requirements of the CRM product selection was that the application had to fit on /into the existing Domino environment.

### **The Solution**

Schering chose Relavis eSales Solution because:

- Due to the open source code of eSales, Schering could adapt the application to their specific pharma needs
- The system is Domino/Notes based, so no additional infrastructure investment was required
- eSales offers the ability to run and to be translated into any language.
- Schering can customize the solution internally

### **The Results**

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

- Reduced implementation costs by 40% since they leveraged their existing infrastructure
- Improved communication internally and with customers
- Established a common global standard for SFA - so far, using eSales in English, German, Spanish, Portuguese and Korean Hangul, which has lowered our IT support & maintenance costs by 60%
- Reduced training costs and time by 40%, since the users are familiar with Lotus Notes and use it for email and calendaring
- Shared customer database including integration with operational systems (SAP, AS400, sample ordering, product data) and ad-hoc reporting (Crystal Reports, Cognos)

***“Schering chose the Relavis solution, eSales, as it covered our demands best. We could adapt the application to our specific needs in the pharmaceutical industry through simple configuration and customization. In addition, because the solution is Notes/Domino based, no additional infrastructure investment was required. Equally important was quick adoption by the salesforce...Notes replication is easy and the world’s best mechanism for data synchronization, especially with a distributed work force. It’s a big advantage that our users already know Notes and use it for email – reducing our training time and costs significantly.”***

**Klaus Niepelt, Head of Corporate IT Regions & Sales**

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### **About Relavis Corporation**

Relavis Corporation is a leading provider of customer relationship management (CRM) solutions that drive revenue, increase profitability, and deliver customer satisfaction.

With 20 years of experience in the technology industry, Relavis understands the importance of quality customer care and retention, as well as time to value in an efficient sales cycle.

Our award winning eSales, eMarketing, and eService applications leverage IBM’s open architecture and integrates with legacy systems to enable effective communication between customers, employees, prospects, and partners.

As an IBM Strategic Alliance Partner, Relavis has been honored with 11 IBM/Lotus Beacon awards. Among the most notable, the 2004 Lotusphere Best in Show and the 2004 Lotus Advisor’s Choice Award for Business Solutions.

Since 1985, Relavis has earned the trust of more than 600 customers worldwide including Michelin, DuPont, International Paper, Maytag, FMC and Roto-Rooter.

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