



## Defining a CRM Strategy

EMC Consulting helps clients develop content- and customer-centric models to integrate the silos of information generated by marketing, sales, customer support, and clinical affairs. By establishing a core profile to serve as a common repository of customer information across the organization, we enable clients to drive a greater level of intelligence throughout the customer lifecycle.

### Challenge

In the life sciences industry, companies can achieve a competitive advantage by developing a more holistic view of interactions with practitioners who prescribe their products. In order to create a practitioner-centric organization, they must coordinate information across functional groups, creating one, consistent view. This is no simple task; but the results warrant the undertaking. The successful organization can expect to deepen relationships with practitioners and increase profitability.

One Fortune 50 pharmaceutical company, faced with the high costs of supporting an outdated sales automation system, brought in EMC® Consulting to help them explore the potential for expanding their CRM capabilities to serve not only their salesforce, but also their marketing and clinical affairs organizations.

### Solution

The team from EMC consisted of consultants with considerable experience in both the pharmaceutical industry and CRM implementations. To meet the client's aggressive timetable they had to move quickly to define requirements, develop a business case for upper management, and draw up an implementation plan.

#### EMC Discovery and Definition

- Interviewed key stakeholders
- Conducted requirements workshops focusing on the pharmaceutical marketing and sales process
- Developed strategies for success, supported by critical CRM capabilities
- Defined set of specifications for meeting future CRM needs
- Developed a robust scoring model to assist the company in its evaluation of potential CRM vendors

#### EMC Business Case Development

- Worked with project stakeholders to identify and shape three distinct business value propositions
- Created additional versions of these models, based on varying revenue/cost scenarios to aid future planning

### Results

The EMC approach to solving the customer's CRM problem focused on engaging key stakeholders at all stages of the project. By bringing together stakeholders in sales, marketing, and clinical affairs, EMC ensured that key components and benefits of the CRM strategy were understood and that commitments were made to the required investment and delivery schedule.

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#### Take the next step

For more information, contact your local EMC representative, call us at 1-866-464-7381, or visit our website at [www.EMC.com/consulting](http://www.EMC.com/consulting).