

“Hands down, VBioPharma was the CRM solution that best suited our organizational needs with its flexibility, functionality, and cost-efficiency.”

– Paul Bidawid  
Vice President of  
Managed Markets &  
Supply Chain

## Veeva Success Story: ProStrakan Group, Plc.

### CUSTOMER OVERVIEW

One of the fastest growing specialty pharmaceutical companies in Europe, UK-based ProStrakan Group Plc., is ‘coming to America’ and gearing up to launch its first product in the U.S. – an oncology supportive care drug currently under FDA review. The company’s flagship product is a transdermal patch designed to help prevent nausea and vomiting in patients undergoing chemotherapy.

### CHALLENGE

Not surprisingly, there are many challenges for a pharmaceutical company establishing new operations with a new product in a new country. But, for ProStrakan’s Vice President of Managed Markets & Supply Chain, Paul Bidawid, one of his most important challenges was finding the right salesforce automation system that would help his managed markets team efficiently market and sell product.

For ProStrakan, this challenge was particularly daunting due to the fact that its salesforce consisted of two different types of sales teams, each with different processes and customers. The company needed a system that could be easily customizable without expensive consulting fees. The system also needed to be flexible enough to adapt to the new company’s inevitably changing needs as it grows and evolves from a start-up to an established pharmaceutical company.

In addition, ProStrakan wanted a system designed specifically to support the unique needs of a specialty pharmaceutical company along with the following key features:

- > Integrated business planning functionality
- > Fast access to all customer account information
- > Flexible platform to allow for growth and changes
- > Easy-to-use report-generation tools that quickly provide rich, detailed reports

## Solution Approach

Given all of ProStrakan's requirements, Veeva System's VBioPharma™ CRM application was the clear choice. Having been through an exhaustive selection process for a new CRM system at his previous employer, Bidawid had already studied many of the products on the market.

"I already knew the pluses and minuses of most of the major pharma CRM vendors from previous experience," said Bidawid. "Hands down, VBioPharma was the CRM solution that best suited our organizational needs, with its flexibility, market-specific functionality, and cost-efficiency. Software-as-a-Service (SaaS) is definitely where technology is going, and Veeva is leveraging all of SaaS' benefits to satisfy the highly specific needs of specialty pharmaceutical companies like ProStrakan."

Veeva System's professional services team implemented its VBioPharma CRM system at ProStrakan in less than four weeks. "We were able to come to an agreement on terms, implement the system, and start generating reports on all key accounts, building account plans and recording calls – all in 1 month! Had it been a traditional CRM product, I'd be talking about at least an 8-month build phase alone," said Bidawid.

Veeva launched VBioPharma in 2007. The product is the industry's first CRM application built using the (SaaS) model. SaaS is a software application delivery model where the vendor develops, hosts, and maintains the system for use by its customers over the Internet. VBioPharma includes detailed contact, account, and activity management modules as well as business planning functionality.

## Benefits

Since implementing VBioPharma, ProStrakan has experienced the following benefits:

**Increased Visibility** – management can now access information about key accounts and generate detailed reports in seconds to get a clear picture of the health of the company. "It took me less than five minutes to learn how to generate dozens of different reports that cut across different aspects of our organization," added Bidawid.

**Improved Flexibility** - built on the SaaS platform, VBioPharma provides ProStrakan the flexibility required by a growing company expecting to add sales representatives, realign territories, add products, and more over the next 3-5 years. "With other systems, you have to plan for changes, put a team together, implement them, retrain the staff...all this simply takes too long, and I don't have that luxury," said Bidawid.

**Greater Productivity** – VBioPharma frees IT staff from having to maintain servers and other hardware. And because the user interface is so simple and intuitive, both ProStrakan sales representatives and management have dramatically improved their efficiency.

"Pharmaceutical companies today simply cannot invest financial resources in the old bricks-and-mortar client/server infrastructure of yesterday," concluded Bidawid. "Instead, the industry needs a system built on technology that can easily shift with business demands. For a rapidly growing company such as ProStrakan, SaaS is the perfect platform and VBioPharma is the perfect application."

*“VBioPharma allows me to get information I need right away and I can change things easily. I love that flexibility.”*

*- Paul Bidawid,  
ProStrakan USA*

### THE PRODUCT

VBioPharma is the easiest-to-use, most flexible and most cost effective Pharma CRM product available and the only pre-validated product in the industry. VBioPharma combines leading functionality for primary care, specialty care, managed markets, and KOL management in a single application, empowering all of Pharma's customer-facing teams to integrate their strategies for optimum success.

### THE TECHNOLOGY

Traditional enterprise software is dead. All new solutions are now based on the Software-as-a-Service (SaaS) model, delivered over the Internet as a reliable service. When multi-tenant SaaS is done right, it delivers superior performance, scalability, reliability, and flexibility at a reasonable cost.

### THE COMPANY

Veeva Systems is the leader in SaaS-based solutions for the global life sciences industry. Veeva has dozens of customers ranging from the world's largest pharmaceutical companies with thousands of users, to emerging biotech commercializing their first products. Veeva customers achieve the fastest time to value through the deployment of fully functional applications that are flexible, simple to deploy, inexpensive to operate, and provide a superior user experience.