

“VBioPharma delivers a better data structure and functionality designed specifically for our industry. It was definitely the best SaaS CRM solution for us.”

– Alison Becker  
Director of Information Management

## Veeva Success Story: Solstice Neurosciences

### CUSTOMER OVERVIEW

Solstice Neurosciences is a specialty biopharmaceutical company focused on the development, manufacturing, sales and marketing of specialty biopharmaceutical products. Founded in 2004, Solstice’s first product, Myobloc®/NeuroBloc® (Botulinum Toxin Type B) Injectable Solution, represents the only botulinum toxin type B currently available to physicians and patients worldwide. MYOBLOC is indicated for the treatment of patients with cervical dystonia (CD) to reduce the severity of abnormal head position and pain associated with CD.

### CHALLENGE

Like most specialty pharmaceuticals, MYOBLOC is a unique product with complex sales, marketing, distribution, and supply chain processes. For example, the drug is sold directly to doctors rather than to large distributors resulting in thousands of customers to service and as many records to manage. The product also has supply chain challenges because it must stay within a certain temperature range...commonly referred to as a “cold chain” product. Because of these and many other challenges, Solstice required a CRM system as flexible as the company is specialized.

Three years prior to learning about Veeva System’s new VBioPharma™ CRM solution for the pharmaceutical market, Solstice implemented Salesforce’s Enterprise Edition CRM application. It was cost-effective and built on the Software-as-a-Service (SaaS) model, but the application lacked the highly specialized features and functionality required by a niche, specialty pharmaceutical company. Solstice users experienced usability and reporting challenges that required an unacceptable level of customization to meet their unique needs.

“Our prior system was not designed specifically for the pharmaceutical industry so it didn’t match our sales, marketing, or distribution processes which are very different from those of traditional pharma products,” said Alison Becker, Director of Information Management at Solstice. “Much of the standard salesforce functionality was developed for processes that don’t work in our industry.”

Solstice wanted a product with the following features:

- > Easy-to-use sales activity recording and reporting tool
- > Seamless territory realignment capability
- > Visual sphere of influence to see all of a doctor’s various affiliations
- > Effortless way to manage multiple addresses for one customer

## Solution Approach

Solstice worked with technology consultancy CRM manager ([www.crm-manager.net](http://www.crm-manager.net)) to find a new solution that would better meet the company's needs. Immediately, CRM manager recommended Veeva System's VBioPharma™ Specialty Care Edition CRM application.

"It was an obvious fit, especially since Solstice was already familiar with the SaaS model," said Andy Atkins, founder and managing partner for CRM manager. "Plus, Veeva Systems has completely customized Salesforce's Force.com platform to work for pharmaceutical companies, making the solution really hard to beat. Without any extra customization, VBioPharma offered a cost-efficient remedy for all of Solstice's technology pain points."

*“Overall, VBioPharma has improved the user experience and simplified our processes.”*

*- Alison Becker  
Solstice Neurosciences*

Veeva launched its Specialty Care Edition of VBioPharma in 2007 to support the budding specialty drug market, growing at twice the rate of any other pharmaceutical sector. The product is the only CRM system designed specifically for specialty care and the first SaaS CRM solution for the pharmaceutical industry.

## Benefits

It took just three months and a small team of experts to implement VBioPharma to more than 80 users. "The implementation went smoothly, especially considering the fact that we had to migrate a lot of 'dirty' data to the new system and some of it had to be done manually," said Becker. "Plus, Veeva was extremely responsive and open to customer feedback throughout the whole process."

During the implementation, Veeva made some enhancements to its application to further improve usability. For example, the company tweaked the address record interface to make it easier to use, simplified the call structure for the system administrators, and even enhanced the territory alignment system.

"Since implementation in January 2008, VBioPharma has improved the overall user experience and simplified our processes," said Becker. "The call reporting has definitely been streamlined, which has improved our efficiency. Now, instead of logging five or six calls to multiple people in an office, reps only have to do it once."

"We needed a system that could meet the unique needs of a company with a specialty pharmaceutical product without requiring us to install and maintain our own hardware and software. With VBioPharma from Veeva, we have found that system," concluded Becker.



### 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 biotechs 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.