

Global Pharmaceutical Corporation Consolidates Mobility

Pharmaceutical company looks for streamlined reporting, expense management and visibility through the use of customized portal.



MOBILITY INITIATIVE

Picture this. A pharmaceutical sales representative visits a doctor's office to discuss the latest prescriptions available on the market. The doctor has a specific question about one of the prescriptions and would like to compare it with a similar product. The pharmaceutical salesperson doesn't have access to the proper information in order to answer the doctor's question, and – as a result – loses the deal. Worse, since the doctor isn't updated with the latest information in the field, patients are treated with outdated products.

Knowing all prescription information is vital to a doctor's ability to accurately determine whether a certain product is right for patients – and to prescribe correct dosages. With better reporting through the use of tablets or smartphones, pharmaceutical sales representatives have the tools to connect with and provide doctors accurate information quickly so that well-informed decisions can be made. That's right. Having mobile devices in the hands of all pharmaceutical salespeople not only contributes to the viability of the pharmaceutical company as a whole, but the improved efficiency can also save lives.

ABOUT THE CUSTOMER

The customer is a global pharmaceutical corporation headquartered in France that serves more than 100 countries. With over 110,000 employees and several subsequent entities (all with different roles and research focuses), the customer is the fourth largest pharmaceutical sales company in the world, with 107 industrial sites and more than 20 research and development sites.

CHALLENGE

The customer needed to scale their mobility globally to 40,000 devices. Unhappy with their current wireline-focused program, they wanted a Managed Mobility Service (MMS) for greater mobility. They came to MOBI because of our streamlined model for ordering and visibility. We had the chops to meet their complex needs.

The customer needed a user interface that was both flexible and all-in-one place, with visibility across all carriers and company entities. They wanted white-glove service with ease of ordering and quick deployment of corporate-liable devices that could leverage global initiatives, all with no-fail internet access.

SOLUTION

And that's exactly what they got. MOBI customized their interface portal to maintain visibility and reporting across all devices – along with expert multilingual support to accommodate global communications across 13 different company sub-entities, which all demand various role-specific permissions and visibility settings. Need to order another device? No problem. The MOBI Portal leveraged easy device ordering and management.

To date, MOBI manages 11,000 active lines, 6,800 active tablet lines and 4,200 active role-specific tablets for sales groups.

The company ended up saving more than \$20 per device within just six months. That's over \$200K found in savings on an annual basis and that number is anticipated to grow as the relationship matures. You could say they were pretty happy.

Plans to expand globally to 40,000 devices