



HOW BPM'ONLINE'S INDUSTRY SOLUTION HELPS MERZ PHARMA IMPLEMENT CHANGES WITHOUT IT INVOLVEMENT

Merz Pharma – an affiliate of Merz Pharma Group - is one of the 70 largest players in the pharmaceutical market. In order to efficiently manage relations with its thousands of clients and field sales representatives, Merz opted for bpm'online's vertical pharma solution and the mobile application for field force management.

"Success doesn't happen overnight, and usually doesn't happen in isolation – genuine partnerships inspire and ignite innovation." – Merz Pharma

WHY MERZ WAS LOOKING FOR AN UPGRADE

Merz Pharma realized that the current 7.6 version needed to be modernized in order to support the ongoing change and company growth. Prior to the commencement of the project, a complete audit of the existing version of bpm'online system was carried out. *"For us, it was important that the reinstallation and modernization of the CRM-solution took place without the suspension of workflow,"* emphasized **Anton Chernokalov**, Head of the Business Analysis Department at Merz Pharma. The system was upgraded to the latest version taking into account the specifics of the pharmaceutical industry and the company's requirements.

The integrator partner Navicon, was able to execute the project within a short period of time. A meticulous plan was developed so not to disrupt the day to day functions of Merz Pharma employees: *"During the annual cyclical meeting, when employees were not utilizing the system, the main functionality and the user and client data stored in the previous version were transferred to a new platform version. Immediately upon return, the employees were able to start working with the newly, updated system",* added **Anton Chernokalov**.

As a part of the project, bpm'online was integrated with Navicon SalesOut, company's own legacy system, as well as Navicon's solution for analytics developed on the Microsoft SQL Server platform. Merz Pharma analysts can now compare data on the visits of medical representatives to sales charts and thus assess the effectiveness of each «field» employee.



WHAT BPM'ONLINE WAS ABLE TO DELIVER

The upgrade resulted in the optimization of the existing modules used in CRM. For example, the implementation of standard CRM tasks became available on all mobile devices: the collection and analysis of data of medical field representatives during appointments, sales forecasting, and real-time dashboards.

Analysts of the pharmaceutical company can now convert data from the appointments to assess the effectiveness of each visit.

What is more, there is a global search function for every section of the system. Employees can search all client information stored in CRM by phone number, details or any other data. Additionally, the time needed to fill and update customer profiles was reduced dramatically. For instance, it became possible to automatically enrich clients' profiles with information from the relevant client's email correspondence. The employees of Merz Pharma are now able to more accelerate their day-to-day tasks.

Merz Pharma employees are now also able to handle standard customer requests without involving, or with minimal assistance, from helpdesk employees, contact centers and IT specialists.



LOW-CODE BPM'ONLINE PLATFORM ALLOWS EMPLOYEES TO EASILY CUSTOMIZE PROCESSES

The 150 users are now able to leverage the user-friendly and flexible bpm'online platform to easily customize company processes or change a workflow without the involvement of developers. Thanks to this, the company can now accelerate necessary changes to its processes and workflows faster, resulting in improved operational efficiency.

The pharma giant is not stopping here; future projects are already being discussed.