

How to restore effective sales in animal pharma ensuring high quality and reliability of data



Industry

Pharma, Animal Health

Client

One of the animal health industry leaders

Challenges

Sales in pharma and animal health companies are a complex process. This is due to both the large scale of their activities (in terms of the product portfolio) and the market structure (wholesalers, retailers, distributors, as well as the global range of their activities). Transaction processing, integration and data management have become an essential element of handling the sale process in pharma.

- Dispersed and fragmented data from multiple providers being a challenge for the quality of data and their reliability and thus – for efficient sales management

Solution

Service & system stack solutions for all aspects of customer and sales transactions processing:

- Remediation of current data processing and integration gaps
- Automation of customer and product maintenance with existing systems
- Data quality gatekeeping
- Sales integration, error correction and output data pre-processing for downstream systems

Benefits

- All data from different sources covered and integrated
- Quickly achieved and permanently maintained high quality of data
- Administrative costs reduction