

Pharmaceutical

Customer: Leading Swiss Pharmaceutical Company

Leading Swiss Pharmaceutical Company Reduces Decision-making process from months to days Click HERE to view the case study

CUSTOMER PROFILE

This Swiss multinational company is one of the largest healthcare companies in the world and a leading giant among pharmaceutical companies.

BUSINESS SITUATION

The Executive Team needed a software to prioritise their portfolio of product launches.

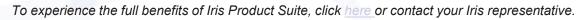
They also wanted to implement a system to improve their product commercialisation through cross-functional collaboration.

SOLUTION DESCRIPTION

They implemented several modules from the Iris Pharma Suite to get the best label, achieve speed to market and maximise revenue from new products.

RESULTS DELIVERED

- >Better portfolio management resulting in higher returns
- >Crystal clear priorities & alignment between departments
- >Approval times reduced by 63% for promotional materials
- >Retention of corporate knowledge on central platform
- Greater productivity and efficiency





"The Iris system brought in huge benefits". Medical Director Leading Swiss Pharmaceutical Company

