



Pharmaceutical

Customer: Leading Swiss Pharmaceutical Company

Leading Swiss Pharmaceutical Company Reduces Decision-making process from months to days

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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

To experience the full benefits of Iris Product Suite, click [here](#) or contact your Iris representative.



“The Iris system brought in huge benefits”.

Medical Director

Leading Swiss Pharmaceutical Company



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