



Customer Success Story

Iroko Cardio International

The Customer

Iroko Cardio is a privately held pharmaceutical company located in Geneva, Switzerland and Philadelphia, USA. In close collaboration with regional distribution partners, Iroko produces and promotes Aggrastat/Agrastat® which is used to treat more than 250,000 patients annually around the world. The company measures its business success by the number of Major Adverse Cardiac Events it helps prevent in the regions it serves—to date, 18,000 each year.

The Challenge

In past roles at other companies, Iroko executives had struggled under the weight of unwieldy client/server CRM systems that required extensive maintenance and knew that these would not work for them. Iroko had limited technology resources and making the wrong choice for a CRM solution could hinder growth at a critical time—during the initial launch of Aggrastat. As a small and growing specialty pharmaceutical company, Iroko knew that it needed an easy-to-manage solution that could grow with the company and cater to the unique needs of a specialised drug organization.

The Search

When Iroko began preparations to market Aggrastat in Europe, executives took notice of Veeva CRM and were initially attracted to the solution's multitenant, cloud-based platform and solid track record worldwide. After a formal Veeva presentation, Iroko's vice president of Customer Operations, Juergen Guenther, smiled and said, "If half of this is true, then I'm sold."

Guenther recalled, "We were impressed by the flexibility of the solution and promise of a quick deployment offered by Veeva's cloud technology. We also knew Veeva's multitenant, cloud-based solution would be easy on our IT infrastructure and allow us to deploy a small specialty care sales team without a high upfront investment or ongoing maintenance costs. We didn't have the time or the resources to handle a lot of complex or expensive customization, but Veeva CRM offered so much specialty pharma functionality right out of the box, we didn't need to worry.

/// *We needed a CRM as agile as we are. That's Veeva—quick to deploy, adaptable and a breeze to use and maintain.* ///

—Juergen Guenther, **Vice President of Customer Operations, Iroko Cardio International**

The Solution

After an 8-week implementation period, Iroko's specialty care reps and medical science liaisons across Europe went live on Veeva CRM. "The fact that Veeva CRM is so easily configurable was especially important for this deployment. Veeva has already built many pan-European and local country requirements into the product so we were able to set up a standard configuration for each market and simply set up customer profiles according to our own strategy and processes," explained Guenther.

Users welcomed the solution and adopted it quickly. "Both field and office-based users have begun to leverage the advanced functionality of the new system to manage their customer information and interactions," said Guenther. "Users say that it's easy to use and navigate and extremely intuitive. They love the clean interface."

Iroko also benefits from Veeva's automatic system upgrades. Throughout the year, new features and enhanced functionality—developed based on customer feedback and technological advancement—are available for Iroko to push out to users at no additional cost. In contrast, upgrades for client/server systems are often pricey and time consuming.

"Veeva CRM has none of the classic problems associated with on-premise CRM systems where painful upgrades are necessary just to address small changes. With Veeva, we can add promising new features or scale for growth at any point in the product's lifecycle without undergoing massive development projects and corresponding costs," added Guenther.

The Results

Shortly after the pan-European deployment, Iroko started seeing great results. According to the company, one of Veeva CRM's greatest benefits is the 360-degree view of the commercial business through customer interactions. "Because all customer data is integrated, we can immediately see what interactions have taken place between reps and customers all across Europe. Central access to this data allows Iroko to be more strategic across regions, and it is very efficient. It saves the home office time because they don't have to check in with each local manager, it saves local managers time because they can focus on their markets, and it ultimately helps reps be more nimble, effective and efficient," concluded Guenther.

Iroko Cardio also cited the following results of Veeva CRM:

- High user adoption and satisfaction due to fast screen refresh times, intuitive interface and relevant functionality for specialty care
- Greater system flexibility with simple configuration to make changes quickly
- Ability to tailor activities based on a greater visibility into competitor activities and trends in treatment
- Scalability to handle a rapidly growing organization
- Enhanced features with frequent, transparent and automatic upgrades
- Time savings enabled by centralised access to customer interaction data
- Richer insight into physician trends and campaign feedback

Veeva's Managed Services team has been working with Iroko since the implementation. With deep life sciences industry expertise, salesforce.com's technical aptitude, project management experience and unparalleled Veeva product and solution design knowledge, Veeva Managed Services provides ongoing support that ranges from supplementing existing teams to handling administration completely. When asked what words Iroko would use to describe Veeva Managed Services, Guenther decisively replied, "Effective, knowledgeable and accessible."

About Veeva CRM

Veeva CRM is the only cloud-based CRM solution designed specifically for the global life sciences industry. The complete suite delivers rich functionality that supports the unique needs of multiple commercial teams in a single solution. Veeva CRM empowers customers with anytime, anywhere access and advanced reporting capabilities needed to improve user adoption and sales effectiveness, while reducing cost and complexity. Also part of Veeva CRM, CRM Mobile has quickly become the industry's choice for comprehensive CRM and closed loop marketing on the iPad with the largest installed base worldwide.

About Veeva Systems

Veeva is the global leader in cloud software for the life sciences industry. Committed to innovation, product excellence, and customer success, Veeva serves more than 1,100 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. As a Public Benefit Corporation, Veeva is committed to balancing the interests of all stakeholders, including customers, employees, shareholders, and the industries it serves. For more information, visit veeva.com/eu.