



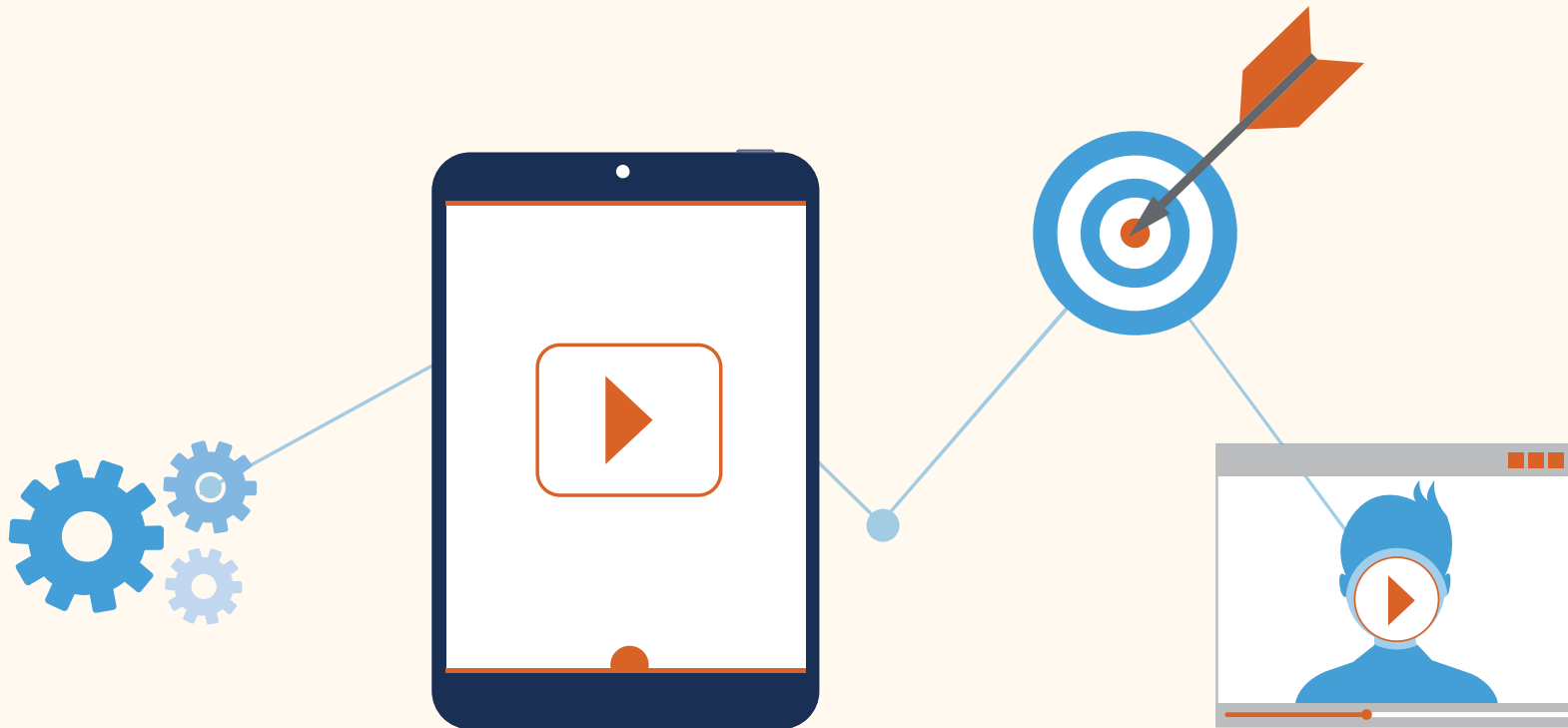
Veeva

3 Real-life Benefits of Veeva Vault CRM Align for Your Organization

1. Improve Field Teams Efficiency through Integrated Solutions

The UK affiliate of a large pharmaceutical company spends at least €30,000 a year to outsource manual processes such as uploading territory data to different bespoke solutions. This figure can go up to millions considering all affiliates and the complexity of their global IT landscape.

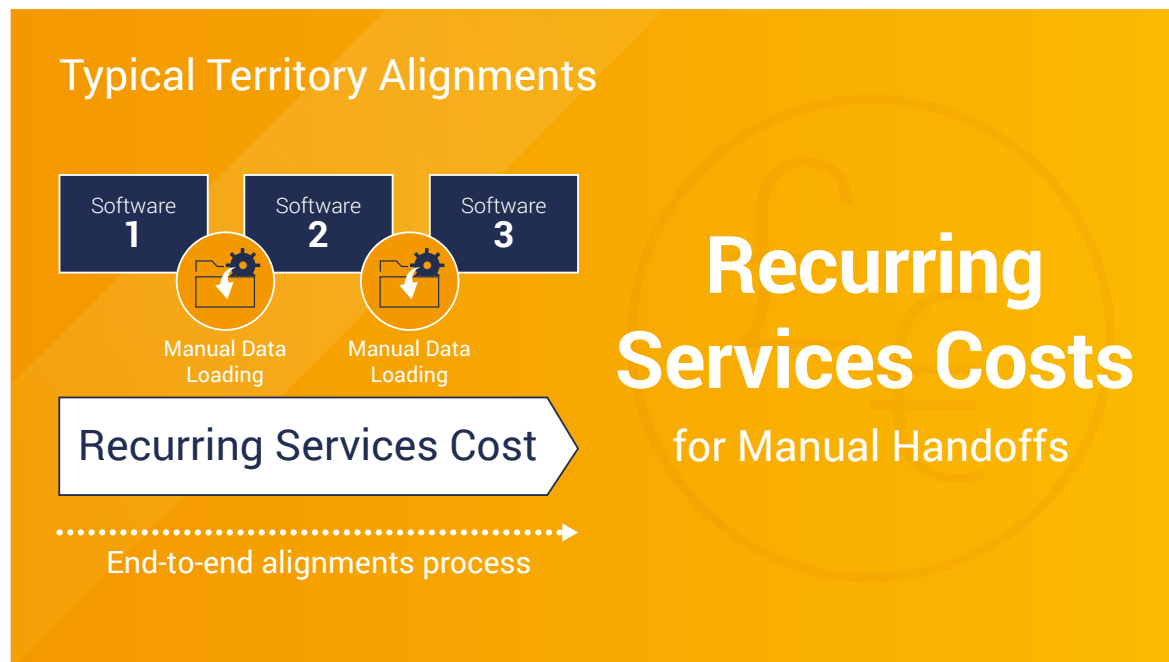
This manual upload process can be time-consuming, amounting to around 12 hours of outsourced work per month. During this time, customer teams do not have access to the latest information in their CRM.



The company recognized that outsourcing manual processes served as a temporary fix to their disjointed technology solution. By investing in a CRM-integrated territory alignment solution, they enabled a more agile and cost-effective field force. Additional benefits include:

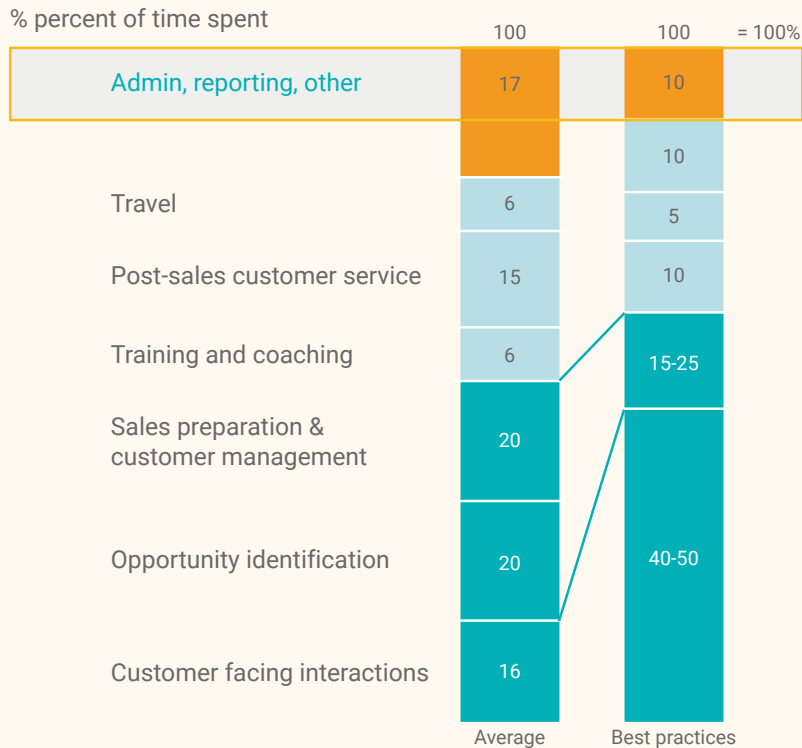
- 92% savings reinvested from managed services into more crucial field force activities
- Minimized manual hand-offs and errors, and reduced 10x process steps
- Pushed territory updates to the field force giving reps access to up-to-date information
- Established best practices for other affiliates, to roll out in other markets

With fewer, more integrated solutions, you can avoid unnecessary costs, reduce the administrative burden for your field force, and improve the quality of HCP interactions.



2. Increase Rep Productivity

The Best Sales Organizations Give their Reps More Time with Customers



Field teams spend 17% of their time on administrative and reporting tasks, mostly on manual processes such as territory alignments. Ideally, time spent on these tasks should be 10% or less, so they can focus on customer-facing interactions and opportunities.¹

A European affiliate of a pharmaceutical company with around 124 employees spends four days per quarter, adjusting their territories with their reps. This time away from the field represents nearly €800,000 of potential revenue loss.

Allowing reps to provide territory feedback directly on their mobile devices helps them spend less time on administrative activities and focus more on value-add interactions. Area sales managers also get real-time access and precise visibility on territory information.

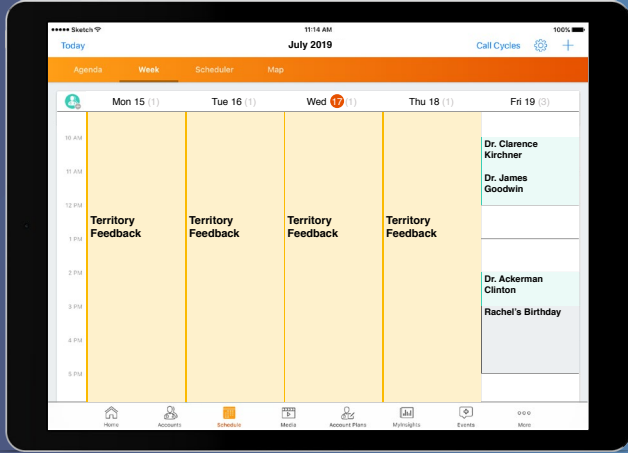
1. Source: Align Territory Alignments Survey

With a **CRM-integrated territory alignment solution**, this European affiliate can:

- Focus on opportunities, and spend less time on administrative processes
- Improve field force mobility with territory feedback directly on their mobile devices
- Help commercial teams make better data-driven decisions with complete visibility into their territories

For small pharmaceutical companies with only one commercialized product, time is the most critical resource. CRM-integrated territory alignments allow your reps to have more time to do what they were hired for – planning and engaging with HCPs.

Typical Field Feedback for Territory Alignments



4 days

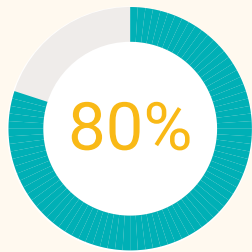
 **Out of the Field per Rep***

*Figures from a mid-size pharmaceutical company

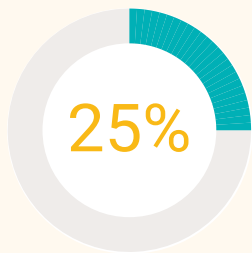
[Click to see how Align can help](#)

3. Build an Agile and Dynamic Field Force

Most Major Pharma Executives Do Not Have Confidence in Their Current Operating Models



agree that advanced operating models are an enabler of strategic growth



believe that their company's operating model can support growth



are confident that they can rapidly respond to changing market conditions

Only 10% of pharma executives have strong confidence that their current operating models can support future changes. However, 80% of them realize that having agile operating models is key to fuel growth and remain competitive.¹

On average, pharma companies adjust territories every six weeks. In between these adjustments, territory information remains outdated. Consequently, commercial teams cannot create accurate cycle plans for the field force to execute and adapt their go-to-market strategies to real-time changes in the market.

1. Source: [Align Territory Alignments Survey](#)



Using a territory alignments solution, natively integrated with your CRM, you can have:

- Access to current territory information, with unlimited territory assignment rules and rep territory feedback directly on their mobile devices
- Faster and more accurate cycle plans
- Fewer days spent on administrative processes, and more time engaging with customers

Connecting your commercial operations processes to your CRM helps you gain efficiencies and have a more dynamic approach towards your customer engagement strategy to better support growth and future-proof your organization.

Typical Territory Updates

Remove doctor from territory

Retired doctor

New doctor in town

Verteo Sales Reps

6 Every weeks

[Click to see how Align can help](#)



About Veeva Vault CRM Align

Align modernizes the territory alignments process by reducing the administrative burden of alignments, accurately allocating resources to support customer engagement, and enhancing the rep experience.

About Multichannel Veeva Vault CRM & Align

The seamless integration between Vault CRM and Align allows commercial teams to operate in a more agile and dynamic way. Field teams can create alignments in days instead of weeks, target the right customers with the most effective channels, and provide rep feedback directly from CRM.



Get in touch

For more information,
visit veeva.com/products/align
866-417-3024
veeva.com/contact-us

