Veeva

BTG

VEEVA SUCCESS STORY - BTG plc

THE CUSTOMER

BTG is an international specialist healthcare company that is developing and commercializing products targeting critical care, cancer and other disorders. Its recent acquisition of Biocompatibles International plc has significantly expanded BTG's commercial business with the addition of approved interventional oncology products and a number of internal development pipeline candidates. Today, with more than 450 employees in over 3 continents and many strong partnerships, BTG is well-positioned to grow globally.

THE CHALLENGE

BTG had been using a hosted customer relationship management (CRM) system that did not prove to be flexible enough to handle changes as the company's requirements evolved. BTG was growing rapidly and needed a nimble system that could be quickly changed, especially when it came to rapid compliance changes. Also, it needed a system that could be effortlessly upgraded to leverage the very latest technology advances.

THE DECISION

The company decided to make the move to Veeva CRM, a decision that was based on BTG's need for a system with much greater flexibility. The decision was further supported by the positive experience of one of BTG's trusted sales partners that had already started using Veeva CRM.

THE IMPLEMENTATION

BTG had an aggressive timeline for implementation of Veeva CRM including use of Veeva's streamlined analytics and reporting tools and deployment on both the Tablet PC and BlackBerry for 19 reps and two regional business directors. The process took just seven weeks, a timeline made possible, in part, because there was little need for extensive configuration to accommodate BTG's account-based sales model given Veeva's rich out-of-the-box capabilities.

In addition, BTG is implementing Veeva iRep for the Apple iPad. iRep is the first integrated CRM and CLM (closed loop marketing) cloud-based solution designed specifically for the iPad. iRep's "built in" closed loop marketing seamlessly links customer data with interactive content allowing for highly personalized interactions and automatic capture of call activity and physician insight. The result is simply a better user experience and higher quality customer interactions, without the hassle and cost of multiple applications.

THE RESULTS

Since implementing Veeva CRM, BTG reps are able to respond faster to business needs right in the field. BTG is also using Veeva to plan its go-to-market and sales strategies far in advance.

The majority of BTG's sales team are actively using Veeva CRM, reflective of its ease of use. In addition, BTG reps are conducting more frequent, more accurate and timelier call reporting to enable BTG to identify new business opportunities faster.

THE RESULTS

Since going live with Veeva CRM, BTG has experienced the following CRM system benefits:

- Increased system reliability for users;
- Flexibility to change the system to handle growing needs;
- High system adoption and increased call reporting;
- Faster, more accurate data collection and reporting;
- Enhanced mobility with new cloud applications
- Reduced cost of IT maintenance; and
- Power to quickly and transparently take advantage of new functionality.

Importantly for BTG, as its business expands globally, Veeva CRM enables growth, change, and improvement across the board.

ABOUT VEEVA CRM

The Veeva CRM suite of applications is the life science industry's top cloud-based CRM solution. Veeva CRM offers rich capabilities that meet the unique needs of various pharmaceutical and biotechnology commercial teams. The complete Veeva CRM suite delivers a rich multichannel platform including the mobility and reporting solutions needed to drive user adoption and sales effectiveness.