

VoD Success Story:

Indevus Pharmaceuticals



“In my entire career, I have never had a user thank me for implementing a new system until now.”

– Bob Boonstra
Vice President of Information Technology

CUSTOMER OVERVIEW

Indevus Pharmaceuticals, Inc. is a specialty pharmaceutical company focused primarily on products that treat conditions in urology and endocrinology. The company established its commercial platform in 2004 and has been growing rapidly ever since. Its approved products include SANCTURA® and SANCTURA XR™ for overactive bladder, VANTAS® for advanced prostate cancer, SUPPRELIN® LA for central precocious puberty, and DELATESTRYL® to treat male hypogonadism.

CHALLENGE

In the last five years, Indevus has quickly become a leader in the urology and endocrinology markets. As a result of this rapid growth, Indevus had outgrown its existing salesforce automation system – a system that was largely controlled by a third-party resource, which made it extremely time-consuming and expensive to make changes. With more growth on the horizon, Indevus decided that it needed a new customer relationship management (CRM) system that could grow easily and adapt to the company’s rapidly changing needs.

Additionally, Indevus has two distinct salesforces with different requirements, making choosing a new system that much harder. The urology sales team primarily details office-based physicians providing marketing support, disbursing samples and capturing signatures. The medical center representatives engage in account-based selling, detailing products that have a longer selling process. So, Indevus requested proposals from six technology vendors in the market to find the best new system.

“When it comes to CRM systems, one of the main reasons projects fail is lack of adoption by users, so we wanted to get our users’ feedback before making a final decision,” said Bob Boonstra, vice president of information technology at Indevus. Therefore, the selection team consisted of both field representatives and their managers, as well as executive management.

Indevus wanted a product with the following features:

- Easy-to-use sales activity recording & reporting
- Fast access to the most commonly used, everyday functions
- Mobile access to critical customer data and electronic signature capture
- Ability to make changes to the system quickly and cost-efficiently

SOLUTION APPROACH

After narrowing the field to three providers for more detailed exploration, the Indevus team chose VBioPharma™ from Verticals onDemand.



“VBioPharma's tremendous flexibility allows us to make system changes to accommodate our needs – not the other way around.”

- Rick Norton, Indevus Pharmaceuticals



“More than anything, our users loved the simplicity of the Verticals onDemand product. Verticals onDemand made the most commonly used functionality easily accessible,” explained Boonstra.

Indevus worked closely with Verticals onDemand and implementation partner, C3i, to roll out VBioPharma to its 115-person salesforce. VBioPharma proved flexible enough to easily accommodate the special needs of both sales groups without time-consuming and costly customization. Indevus also deployed VMobile™, running disconnected on Windows Mobile™ smartphones, for PDMA and CFR Part 11 compliance drug sampling and efficient call reporting.

“Our urology team appreciates the efficiency that comes with the product’s mobile handheld application because they can log calls right at the physician’s office. They no longer have to take time away from their families at night logging calls, creating a better work/life balance,” said Boonstra. “It also makes their jobs easier. One representative told me that he often thinks that he forgot something because he is no longer lugging around a big, heavy laptop.”

VBioPharma is also the first pharmaceutical CRM system to come pre-validated, allowing Indevus to benefit from major cost savings. All necessary installation and operation qualifications were completed before implementation, saving 80% of the validation costs.

“This was really impressive to us,” said Rick Norton, executive director of sales operations at Indevus. “When you start piecing all the parts of a new system together, it becomes an expensive endeavor. So you try to balance implementation costs with annual ongoing costs.”

Indevus also expects long-term, ongoing savings because of VBioPharma’s Software-as-a-Service (SaaS) platform. With SaaS, there is no hardware or software to install or maintain, enabling Indevus to focus on innovation, not infrastructure. Indevus experienced the benefits of SaaS early on. “We could never include marketing messages or collect physician feedback to our marketing messages with our old system,” said Boonstra. “Now we can and were able to roll it out quickly, without any problems – this speaks to the advantages of SaaS.”

Norton added, “traditional SFA systems cost a lot of money to enhance or change. SaaS technology practically eliminates this obstacle and helps make VBioPharma as flexible as it is and as cost-efficient as we expect it to be. It’s the way the industry will go.”

“With VBioPharma, technology is no longer a barrier, so we can continue to launch new products and the sales force can concentrate simply on selling,” concluded Boonstra.

THE PRODUCT

VBioPharma is the easiest-to-use, most flexible and most cost effective Pharma CRM product available and the only pre-validated product in the industry. VBioPharma combines leading functionality for primary care, specialty care, managed markets, and KOL management in a single application, empowering all of Pharma's customer-facing teams to integrate their strategies for optimum success.

THE TECHNOLOGY

Traditional enterprise software is dead. All new solutions are now based on the Software-as-a-Service (SaaS) model, delivered over the internet as a reliable service. When multi-tenant SaaS is done right, it delivers superior performance, scalability, reliability, and flexibility at a reasonable cost.

THE COMPANY

Verticals onDemand leverages the Force.com platform to deliver innovative CRM solutions for specific industry segments. Founded by software industry veterans, the initial focus is on the life sciences industry, where the company is quickly becoming the market leader. Verticals onDemand is a privately-held company based in the San Francisco Bay Area.

