



## SalesLogix provides LibraPharm with a Platform for efficient growth

### Client profile

LibraPharm Ltd is a leading, independent publishing and communications company, offering innovative information solutions to meet the needs of professionals in the medical, pharmaceutical and biotechnology sectors. LibraPharm's journals and consultancy services provide a medium for its clients to present research findings and news to precisely targeted readership audiences. Highly regarded throughout the industries it serves, LibraPharm's lead publication is ranked within the top 15% of general medical journals worldwide.

Founded in 1995 by Managing Director, Dr Peter Clarke, LibraPharm has offices across the UK, US and Finland. Entry into US markets has been a major development in the business and now accounts for more than 75% of LibraPharm's overall sales – an achievement recognised in the 'Queen's Award for Enterprise: International Trade 2005'.

Fundamental to LibraPharm's success has been good, fast client service, driven by its unique, rapid process for publication of peer-reviewed medical papers, which has proved particularly popular with pharmaceutical companies wanting to disseminate results quickly.

### The challenge

LibraPharm's rapid growth strategy

has relied on continued development of strong relationships with authors and readers, attracting new customers and expansion into new markets. To achieve this, LibraPharm recognised its need for a solution which would enable it to identify and leverage its multi-level network of readers, clients, authors, agents and brokers.

Dr Clarke explains, "To facilitate our growth, we were looking for a customer relationship management (CRM) system that would enable us to work more productively and increase revenues. The ability to see all the complex relationships that exist between authors, reviewers, clients, agencies and brokers, as well as the papers they buy or write for, was identified as key to understanding our market, improving our targeting and cross-selling effectively."

LibraPharm also wanted a system that would raise its service standards, reduce costs and give it full visibility of the business. Dr Clarke adds, "Our over-arching goal was to improve business by further enhancing the service quality for which we're known. In addition, we wished to reduce the administrative burden on our staff through automating administrative processes, enabling our teams to focus on the most profitable aspects of business – increasing revenue and maximising penetration in our wider client base."

Having identified the need to introduce a CRM system, LibraPharm appointed a consultancy to carry out initial research and review potential solutions. Key criteria introduced into the CRM selection process included:

- ✓ **The ability for the management team to understand the underlying trends from each of the regional offices**
- ✓ **The facility to maintain full centralised control of business critical data in-house as opposed to opting for a hosted route.**
- ✓ **An easy to customise solution, ensuring the system could be tailored to LibraPharm's specific business processes.**
- ✓ **The scope to accommodate the company's worldwide offices, allowing users to access the system remotely.**
- ✓ **The ability to seamlessly integrate with existing software, e.g. back office financial packages.**

### The solution

After an extensive analysis of available solutions, SalesLogix emerged as the clear market-leading technology with which to underpin the business systems that LibraPharm required.

As Dr Clarke points out, "We also liked the fact that the product was well established, with the added assurance of coming from Sage, one of Europe's largest Software

Houses. Expectations of good support and on-going product development weighed in the balance, along with potential integration with our other Sage products, such as Sage Line 50.

LibraPharm purchased SalesLogix, hosted on SQL server 2000, for use over its three sites. Around 20 employees access the database either directly to their PC via LibraPharm's local area network (LAN) or remotely.

Dr Clarke notes, "Choosing to work with Pythagoras as our Sage Business Partner proved a sound decision, as they have exceeded our expectations of service and delivery. Pythagoras ensured a smooth data migration from our ACT! contact manager. They also developed specific modules within SalesLogix that matched our business processes, such as a manuscript processing module that holds contacts and deals in one place for easier management. Pythagoras rose to our significant challenges, for example, with the task of importing data from seven different sources, which they achieved on schedule, providing us with the data we needed in our new solution from day one."

### The benefits

Implementing SalesLogix has provided LibraPharm with a platform for efficient and sustainable growth. With full visibility of all its customer data, LibraPharm can now cross-sell and up-sell its publications and services to grow revenues.

Dr Clarke continues, "The beauty of the SalesLogix solution is that it's become a driving force in our business and enables us to think and plan ahead. We've begun to track who has worked on which papers, ordered

reprints or commissioned translations, and to cross sell to clients by informing them of the forthcoming release of other products relating to their sphere of interest. It's enabled us to create a valuable picture of our clients' buying history and preferences and, therefore, deliver an improved service and generate greater revenues."

Now, LibraPharm is experiencing increased return on investment from its marketing activities as a result of being able to target its customers effectively. More effective data segmentation tools, increased campaign management capabilities, easier lead tracking, and improved data integrity have all helped to ensure LibraPharm's campaigns generate greater results.

**Dr Clarke recalls, "In the past we held data on individual PCs and there was no easy way we could obtain a global view of our business. We accumulated large reserves of data over the years but couldn't use it to any great effect. With SalesLogix in place, we've become better at both managing relations with our clients and mining data to extract maximum value out of it."**

Other key benefits experienced by LibraPharm in implementing SalesLogix, include: increased productivity utilising more effective time management tools, reduced re-keying of information between systems, and more effective decision-making through easier access to insightful management information. For example, as Dr Clarke notes, "On the supply side of the business, we're working towards building up our market intelligence, such as tracking which publications and writers are our best sellers."

He goes on to add: "Our unique selling proposition is the rapidity with which we can bring a paper to market. However, this can still take four to five months and there are quite complex relationships involved in the process. Authors, co-authors, agencies, reviewers...up to eight people could be actively involved at some stage, creating a multi-level network of contacts. We must keep tabs on responsibilities and deadlines. Fortunately, the customisation carried out by Pythagoras enables us to monitor the progress of projects more closely and set up automated reminders."

"In short," Dr Clarke affirms, "SalesLogix has been a major tool in enabling and managing our expansion, providing a platform for efficient growth."

### The future

LibraPharm plans to call on Pythagoras for further customisation over the coming year to meet its evolving needs and growing user numbers as the company flourishes. Dr Clarke points out, "Being able to tailor the solution to our business, rather than having to shoe-horn our business into the solution, was after all a major priority in our original purchasing decision."



# SalesLOGIX®