



## Microsoft CRM Provides IMS Management a 360-degree View of Their Business

“Microsoft CRM gave us the means to break down the walls between the business units and the ability to share vital customer information, which created up-selling and cross-selling opportunities.”

*Helen Atkins, Director, UK, Ireland and South Africa Programme Office*

### Background

IMS Health is the world's leading provider of business intelligence and strategic consulting services for the pharmaceutical and healthcare industries. They have a turnover of \$2.2 billion, employing more than 7,400 people worldwide. Operating in more than 100 countries, they apply evidence-based intelligence combining the best global healthcare information with powerful analytics and consulting expertise to help their clients shape strategies, make superior business decisions, and achieve a competitive edge.

### The Challenges

IMS processes billions of healthcare transactions each year, covering every major world market. The company receives data from more than 139,000 data suppliers covering 730,000 individual dispensing sites worldwide. Data sources include drug manufacturers, wholesalers, retail pharmacies, hospitals, long-term care facilities and healthcare professionals.

This operational side of the IMS Health is split into a variety of business units to deal with the multiple data sources. IMS Health previously worked with thousands of time-consuming static Excel spreadsheets to manage these important relationships with their suppliers and customers. The organisation of IMS with these various business units encouraged a “bunker” mentality, meaning important information was in staff members’ heads, which was a huge risk to the business. The implementation of a centralised CRM system was identified as a key part of IMS’s plans to restructure and streamline the operational side of the business in order to respond to customer and supplier demands, as well as tightening market conditions.

### The Solution and the Partner

Despite using Salesforce.com within their global sales department, IMS Health identified and selected Microsoft Dynamics CRM to alleviate their business pain.

### Benefits

- Management can now see a 360-degree view of their business
- Accessing reports takes seconds, not days
- They can now serve their supplier base with 10 less administrative heads
- Microsoft CRM has opened communication between business units
- Operations have been streamlined reducing costs by £170,000 per annum
- Clients and supplier management reduction costs by £50,000
- Increased revenue by £500,000
- Improved supplier and customer satisfaction levels

Part of the reason for this was that Microsoft Dynamics offered true XRM capabilities, as well as the flexibility and agility to change as IMS Health's needs required.

Microsoft CRM has been deployed in a phased approach within the operation side of their business allowing IMS to:

1. Improve the efficiency and management of their Panel Services
2. Improve visibility of their suppliers' information
3. Improve the payment calculation and data quality scoring for their suppliers
4. Provide a central point where the different business units can share supplier information
5. Enable the effective reporting of their business activities to their suppliers
6. Create opportunities with existing and new suppliers

A "virtual" Project Team was created amongst the Pythagoras Professional Service Team headed up by Jo Savidge, Professional Services Director; IMS Project Staff led by Helen Atkins, Director, UK, Ireland and South Africa Programme Office. This development has included data migration and ongoing live integration with multiple IMS systems, extensive configuration, workflows and reporting.

## Results Achieved

Deploying Microsoft CRM has provided IMS Health with a range of benefits – some tangible, some intangible.

Before deploying Microsoft CRM, IMS required 25 administrative heads to manage the work created by their supplier and customer base. Since the roll out of phase I, IMS has been able to streamline their operation and are now able to serve that supplier and customer base with only 15 administrative heads. Microsoft CRM has also allowed IMS to break down the walls between the business units providing the ability to share vital customer information creating up-selling and cross-selling of services.

Importantly, the IMS Management team are now able to obtain a 360-degree view of their business. They can get access to reports in seconds rather than days, and they can spot the issues as they arise and act on them quickly and effectively. This has led to improved supplier and customer satisfaction levels.

On the back of deploying Microsoft CRM, IMS has identified the following areas for ROI:

- Cost reducing at £170k per annum
- Clients and supplier management reduction in costs by £50,000, but an increase in revenue by £500,000.

## What are IMS' future plans for this solution?

Future plans will include further utilisation of the Microsoft Stack including SharePoint integration, Business Intelligence through SQL Reporting Services, further users and deployment throughout their European offices.

***The IMS Management team are now able to obtain a 360-degree view of their business. They can get access to reports in seconds rather than days, and they can spot the issues as they arise and act on them quickly and effectively, improving supplier and customer satisfaction levels.***