



Salesforce for Pharma

**Pharmaceutical Relationship
Management System**

Product Datasheet

What is Salesforce for Pharma?

The Salesforce for Pharma is an integrated vertical solution built on Salesforce.com - the leading CRM system - for the pharmaceutical and life sciences companies. Salesforce for Pharma system combines a powerful next generation CRM and Business Intelligence system - based on the unique Force.com technology - with a medical database and a set of great value shared services.



This platform addresses the rapidly growing need for updating of existing CRM systems used in the Industry, which presents serious weaknesses at the technological level and of responsiveness to an increasingly competitive market - and which can not follow the requirements of the laboratories.

In this context, the Salesforce for Pharma revolutionises the current landscape of pharmaceutical management systems and set a new standard of quality in this area.

Screenshot: List of Territories

The screenshot shows the Salesforce for Pharma interface. The top navigation bar includes 'Início', 'Chatter', 'Territórios', 'Afiliações', 'Clientes', 'Organizações', 'Campanhas', 'Relatórios', 'Painéis', 'GeoFinder', and 'Pedidos de alteração'. The main content area is titled 'Território Pediatrias'. Below the title, there are links for 'Personalizar página', 'Editar layout', and 'Exibir área de im'. A link '< Voltar à lista: Aplicativos personalizados' is also present. The 'Afiliações no Território (10+)' section shows 'Detalhes de Território' with buttons for 'Editar', 'Excluir', and 'Clonar'. The details include: Nome do Território: Pediatrias; Proprietário: Carlos Campos [Alterar]; Status: Activo; Número de Afiliações: 816; and Descrição. Below this, there is another 'Afiliações no Território' section with a 'Novo link a território' button. A table lists affiliations with columns for 'Ação', 'Afiliação', 'Objectivo de visitas por', 'Data da última actividade', and 'Relatório actividade'. The table contains four rows of data.

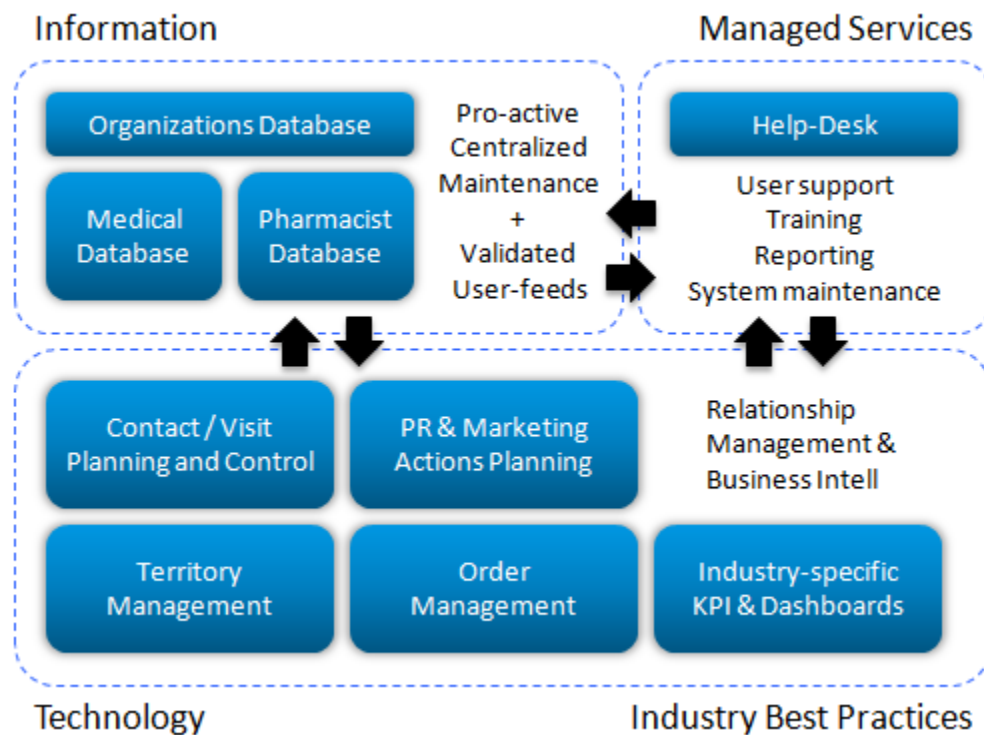
Ação	Afiliação	Objectivo de visitas por	Data da última actividade	Relatório actividade
Editar Excluir	ANA COSTA (Dr) - HOSPITAL LUZ	0		Ver
Editar Excluir	MARIA FERNANDES (Dr) - CENTRO HOSPITALAR TAMEGA E SOUSA	0		Ver
Editar Excluir	GLORIA MENDES (Dr) - HOSPITAL SAO JOAO	0		Ver
Editar Excluir	PAULO FONSECA (Dr) - CH COIMBRA - PEDIATRICO COIMBRA	0		Ver

Background

Salesforce for Pharma platform was developed from a joint venture between a company specialized in research, information and "knowledge" for the pharmaceutical industry and neeaconsulting.com, a company in the field of information technology and communication, specialized in cloud computing platforms and reference consulting partner of Salesforce.com.

After several months of development, Salesforce for Pharma was made available in January 2011 and early gained industry recognition and interest from several companies in the sector.

Product Matrix



Salesforce for Pharma Benefits

- Cloud Computing technology: no need for servers or dedicated infrastructure or maintenance, automatic upgrades;
- Full mobility: the application is accessible through the Internet - anywhere, anytime, on any device;
- Centralized database (without timings or updates);
- Information in real-time;
- Powerful reporting engine and dashboards with industry reference KPI's;
- Workflow engine allows automation of tasks and alerts;
- Ease and speed of adapting to different business processes / different needs of each client (point & click setup type without using programming code);
- Unique performance, safety and reliability;
- Possibility of integration with external systems (financial systems, market information systems, etc.);

Screenshot: Client List

Nome Clínico	Saudação	Especialidade 1	Especialidade 2
ANA COSTA	Dr	Pediatria	
ANA COSTA	Dr	Clinica Geral	
ALICE CARVALHO	Dr	Pediatria	
ALEX FIGUEIREDO	Dr	Pediatria	

Features

- Centralized health professionals Data Base (doctors, nurses, etc.);
- Customer and Organizations Management;
- Affiliations Management;
- Territory Management;
- Visits and tasks planning and reporting;
- PR & Marketing Campaign Management;
- Order management module, pricing and discount campaigns;
- Centralized management of change orders (data / features);
- Real-time reporting of activities and performance metrics;
- Territories analysis with up to 4 independent views (vectors);
- Routes management module - fixed visiting routes planning;
- Expense management with workflow approvals;

Integrated Services

The Salesforce for Pharma vertical not only presents itself as a technology platform, but also as an integrated solution that combines what is best made at the relationship management information systems level - CRM - with a range of high value-added services around the medical information management that enables companies to focus on their business - and not on maintenance of infrastructures.

The services offered by Salesforce for Pharma vertical solution include:

- Medical database (Customers, Organizations and Affiliations - local service delivery) with proactive (and permanent) updates;
- User training - both initial and during platform usage;
- Help-desk support to end users;
- Platform implementation and adaptation to each pharmaceutical business processes;
- Platform Adjustments;
- Custom reporting and dashboards (performance indicators) development;
- Shared system management - users maintenance, territories maintenance, data loading, etc.

Screenshot: Graphical Territories Management

Pesquisa avançada

▼ Pesquisa por Territórios		▼ Pesquisa por Afiliações	
Territórios	Território A	Micro-Região	<input type="text"/>
		Distrito	<input type="text"/>
		Tipo de Instituição	Hospital
		Tipo de Cliente	Médico
		Especialidade Médica	Anatomia Patológica Anestesiologia Bacteriologia Cardiologia Pediátrica Cirugia Maxilo-Facial Cirugia Pediátrica Cirugia Plástica e Reconstructiva Cirugia Vasculuar
<input type="button" value="Ver Mapa"/>			



Contacts

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