



VEEVA SUCCESS STORY

Merz Ramps up Sales Productivity with Veeva iRep, an Equivalent Savings of Over \$400k/Year

THE CUSTOMER

Merz North America is a specialty healthcare company that develops and commercializes innovative treatment solutions in aesthetics, dermatology and neurology in the U.S. and Canada. For more than 100 years, the development of Merz's products has been based on a commitment to providing innovative medical approaches that earn trust of patients, physicians and partners worldwide. Globally, the companies of Merz Pharma Group are focused on medications for treating neurological and psychiatric illnesses, and they have assumed a leading role in the field of Alzheimer's disease research. Founded in 1908, Merz Pharma Group is a privately owned company headquartered in Frankfurt, Germany.

THE CHALLENGE

For years, Merz had been wrestling with a customer relationship management (CRM) system that was built on an older client/server technology, expensive to maintain and difficult to upgrade. Changes to the system were slow to implement and cost the company money that it couldn't afford to put toward an older solution. The Merz sales force complained about the speed and reliability of the system, causing them to waste both time and valuable opportunities with physicians. Merz desperately needed a new solution, so facing contract expiration, management jumped at the chance to find something better. Merz wanted a system that offered world-class performance and reliability, modern functionality and the flexibility to make changes quickly and inexpensively. Finally, they wanted to give their sales force a tool that moved them to the front of the technology race.

THE SEARCH

Finding that 'dream solution' started with an evaluation of seven CRM systems. The search was narrowed to a pool of four and the winner was then quickly determined: Veeva CRM with iRep, Veeva's single application for CRM and closed loop marketing (CLM) designed specifically for the Apple iPad.

"This was not a decision that we took lightly," explained Jeff Morgan, executive director of commercial analytics at Merz. "But it became clear very early in the evaluation process that Veeva CRM offered the specific life sciences functionality we wanted, backed by the robust technology power we so badly needed."

“ With Veeva, our reps work efficiently, our customers engage quickly and we have documented savings. ”

- Jeff Morgan

Executive Director, Commercial Analytics
Merz Pharmaceuticals, LLC

THE NUMBERS

100% user satisfaction at Merz with Veeva CRM and iRep.

88% of Merz reps are more productive with iRep.

92% of Merz reps report improved customer interactions.

73% of Merz reps report improved work/life balance.

More specifically, Veeva CRM and iRep satisfied Merz's key requirements:

- One solution for all selling teams
- CLM integrated with the CRM system
- Flexibility to grow within the same system by simply "turning on" new functionality like order management and key opinion leader management as needed
- Ability to make changes to the system quickly and in-house

"Making any kind of changes proved slow and expensive with other vendors – the hassle of working through the client liaison for every change proved frustrating and costly," added Morgan. "With Veeva, we have control. Our internal staff has been trained on the system so it doesn't really cost anything to make changes."

THE IMPLEMENTATION

It took less than 12 weeks from project kick-off for 75+ Merz users to go live on Veeva CRM and iRep. According to Merz's Morgan, "For the most part, the implementation process was fantastic. Veeva's professional services team was incredible and spent a lot of time on-site at Merz to ensure a smooth implementation. Our main Veeva liaison became an extension of the Merz staff."

THE RESULTS

Working closely with Merz, Veeva conducted an intense quantitative, before-and-after system analysis through a series of sales force surveys, field visits, interviews and system-generated data.

Sales reps claimed that iRep offers major improvement on several key measures of effectiveness, such as ability to record call and pre-call planning effectiveness. For each system, reps were asked to score each key measure on a 1-5 scale. On average, the dermatology team's score for iRep was 49% higher than that of the previous CRM system. Even more impressive was the neurology team's 94% effectiveness score increase for iRep.

One of the most impressive findings was Veeva CRM's 100% user satisfaction rating. The more tangible value of the new system is in its ability to improve overall sales efficiency – which is directly translated into cost savings. Veeva CRM has enabled sales reps to spend 2/3 less time on field tasks such as call recording, translating to over \$400,000 in increased efficiencies for Merz. In addition, the new system is so easy to use that Merz no longer requires an external help desk to field rep calls. With Veeva, there is less than a single help desk call a day, an estimated cost savings per year of \$50,000.

ABOUT VEEVA SYSTEMS

Veeva Systems is a leader in cloud-based software for the global life sciences industry. Committed to innovation, product excellence and customer success, Veeva has over 150 customers, ranging from the world's largest pharmaceutical companies to emerging biotechs. Founded in 2007, Veeva is a privately held company headquartered in the San Francisco Bay Area, with offices in Philadelphia, Barcelona, Budapest, Paris, Beijing, Shanghai and Tokyo. For more information, visit www.veevasystems.com.

The survey results also showed that 92% of Merz reps report improved customer interactions using Veeva CRM and iRep. "I am much more confident now with Veeva CRM because I don't have to stress about whether the system will freeze mid-presentation. I know that customers are much happier and engaged when I meet with them," said Natasha Melnychuk, territory business manager at Merz. Merz Neurology Territory Business Manager Scott Paradis added, "Customers can see that Merz has invested in an innovative solution and materials that keep them better informed and make their lives easier. This makes a big impact on the interaction."

Overall improved sales effectiveness with Veeva was summed up by Merz Professional Territory Manager Kellie Maroney: "Before, I had to talk about my laptop all the time while in the customer's office because it was always malfunctioning. With Veeva, I can actually talk about what I'm supposed to be talking about ... Merz's products."

In addition to the improvements in sales effectiveness and user satisfaction, Veeva CRM and iRep have enabled Merz to better align with corporate objectives to 'go green' by reducing paper usage. Like many life sciences organizations, Merz had thousands of pounds of paper materials stored in a warehouse that were never sent out to the field because they were outdated before off the press. With marketing content and promotional materials loaded directly into iRep, content can be modified and redistributed without printing a single sheet of paper. "The ability to pull marketing and other content back from the field in some seamless way was always on our list, and now we have that," said Morgan. "With Veeva CRM, brand teams can make changes quickly and painlessly, which ensures that the sales teams always have up-to-date material to present to our customers. We have better control over content and improved compliance."

THE FUTURE

Merz Pharmaceuticals, Morgan admits, has really just started to scratch the surface of all that Veeva CRM can offer to the organization. As the company moves toward a customer-centric culture and focus on multichannel marketing, for example, iRep's ability to capture customer insights and seamlessly tie it to the right account will be key. As Merz prepares to launch two new drug therapies, its brand teams are preparing to load core promotional materials into iRep. Instead of using existing content and making it interactive for the iPad, Merz's marketing team is developing richer, more interactive marketing content based on what iRep enables.

"Physicians will pay greater attention to interactive content on the iPad, and the CLM functionality within iRep will be an easy way to track content utilization and then make that content more relevant for customers for a continuous loop," concluded Morgan.

Finally, Merz plans to continue rolling out new functionality offered by Veeva on a feature-by-feature basis. Veeva's built-in order management functionality is next on the list. ▽