

CASE STUDY

Informatic Unifies Development, Manufacturing, and Marketing Components into One Platform



Client Overview

The client is a multinational specialty pharmaceutical company based in Laval, Quebec, Canada, that develops, manufactures, and markets pharmaceutical products and branded generic drugs, mainly for skin diseases, gastrointestinal disorders, eye health, and neurology.

≡ The Challenges

The client just acquired multiple companies and was keeping their separate Veeva instances running – which increased the complexity of the business, as well as the costs of development and maintenance.

≡ The Solution

Informatic's team of experts implemented a resolution called Veeva Harmonization Project, merging multiple Veeva Instances into one "harmonized" version.

This single harmonized version of Veeva includes the following components:

- ≡ Salix
- ≡ Neuro
- ≡ Ortho-Dermatologics
- ≡ Bausch + Lomb pharma business and process flows

≡ Outcomes Delivered



Improved and automated quarterly call plan load process



Reduced maintenance and future enhancement cost and duration significantly



Reduced profiles, duplicate processes and performed the data archival



Added new features Veeva Approved Email, Veeva Engage (remote meeting)

