

" Fulcrum develops Sales and Marketing solution to help US based Pharmaceutical Giant with Customer Relationship Management and enhanced Web Reporting "

Industry

Healthcare - Pharmaceutical

Technology Used

- C#, ASP.Net, ASP, XML, XSLT, XSD
- Windows Server 2003
- IIS, SSL
- MS SQL Server 2000
- Google Search Appliance
- e-Room, ephany



Business Needs

The client had 2 sets of application in the development group related to Intranet Development and Web applications respectively.

The existing Intranet application had the following characteristics:

- It was designed to allow the ordering and administration of the client's product marketing materials in a web based environment.

- It included a "Customer Service application" to help the customer service team, in gathering info from their database according to caller requests.

The Web Application had the following characteristics:

- Web marketing application were launched to educate user about the products
- Web services to manage campaigns and user offline registration.

The client wanted their internal system to incorporate internal order management for each of their sales representatives. The system needed to be interfaced with the web for inventory

management and sales monitoring.

There was also a need for an EDI document management system for Data exchange applications between Vendor applications and the client systems which had also brought about the need for web reports and web interfacing of different application databases and generation of web results based on certain criteria

A web based marketing application needed to be developed so that user data could be obtained from the web interface and users would be categorized based on the details provided. They wanted added functionalities for managing email campaigns and promotions based on the classification of categories as well as enabling a Google search implementation.

Solution

Fulcrum Logic leveraged its Global Delivery model to provide agile and efficient applications to fit the client's requirements.

Internal Order Management, Web Reporting and Customer Service Management Application:

An internal ASP.net/ SQL database managed Web-application was developed for

Sales representatives to enable them to place orders online based on roles & limits assigned by the administrator.

Inventory would be managed according

Brief History

The client is the US based prescription drug unit of one of the world's leading research-oriented healthcare groups with core businesses in pharmaceuticals and diagnostics. The company provides innovative products and services that address prevention, diagnosis and treatment of diseases, thus enhancing people's health and quality of life.

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Solution

to the orders are placed. New orders would be placed to the Vendors application if the quantity level of any item in stock goes down below a certain number. Order details would be exchanged based on orders placed and fulfillment details provided by the client's vendors in an EDI format.

Web services were created to parse the EDI document sent by the Vendor after the fulfillment of the Order and a Web reporting system was created for the Sales representatives and the administrator.

A Customer service application was developed in .Net with a user interface which enabled the representative to enter details provided by the users and to generate reports and update users while still on the call.

External Web Application for Product Information Application:

An external web application based on .Net was created to provide product information applications as per the requirement of the Brand management team and approved by the Legal-

department. The application provided for different user interactive sections built in .Net technology. It gathered information related to Users as well as educated them with the details of the product as per the categories defined by the Business logic. User information would be retrieved using a secured protocol.

The advantage of the Web service application was that it would allow the Vendors to post offline data gathered from the doctors' office or from other sources to the client database. Web service provided confirmation of data acceptance. Data would be accepted in XML format and the XML is validated using schemas.

Benefits:

- The application allows the client to manage marketing material and usage by each representative.
- The customer service application allows better call management and user history management.
- The web application maintains a centralized User Database and simplifies access to information required for targeting marketing promotions.
- The system will remain scalable and flexible for any the period of time that it needs to be in use. Since the technology used for development is easily programmable, the client can now rapidly develop new capacities with very little investment.

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