



A Major Pharma Company Turns to C3i for an Ingenious Tech-Distribution Solution

THE TASK

Issue 3,400 new computers to salespeople in the field.

THE CHALLENGE

Avoid costly downtime.

Deploying new hardware to large field-based sales force is a challenging task. Should you require your entire sales force to come in to a home office, racking up travel costs and generating significant downtime? Or should you send them the new component, requiring the employees to train themselves on it, and inevitably requiring additional technical support assistance?

Boehringer Ingelheim (BI)—one of the world's top 20 pharmaceutical companies—had assembled a large team to facilitate a process of critical importance to the company's sales force: the deployment of HP 2730p tablet computers, customized to the client's unique specifications, to more than 3,400 sales reps throughout the United States.

Boehringer Ingelheim's sales force is responsible for an impressive portfolio of medicines for cardiovascular, respiratory, immunology, urology and central nervous system. Because the sales force utilizes their tablet PCs for critical day-to-day activities such as samples management and electronic signature capture, it was of vital important to deploy the hardware remotely and transfer the data to the field with a maximum downtime of 8 hours. To achieve this end, the pharma company knew it must find a reliable partner that could successfully handle the deployment while reducing the amount of time their sales force employees in the field would be without a computer.

THE SOLUTION

Boehringer Ingelheim chose C3i.



C3i's direct-wire solution allowed field employees to not only stay productive, but also reduced the number of calls to the helpdesk, cutting down on additional time and effort that would have been required of IT and support personnel.



A History of Successful Collaboration

The partnership between C3i and Boehringer Ingelheim dates back in 2002, when they chose C3i to help them realize their customer management vision through the successful implementation of Siebel Pharma. Since then, the partnership between Boehringer-Ingelheim and C3i has continued to expand.

The successful past collaboration between these two companies was one of the main reasons that led Patricia Adams, the new Project Manager for Customer Relationship Management (CRM) at BI to contact C3i and request more information about our workstation management capabilities and to arrange a tour of C3i's hardware facility in Denville, NJ. Of course, C3i was happy to comply for such a valued customer.

Reducing Downtime from Two Days to One Hour

In the end, C3i distinguished themselves from the competition by settling on a clear and simple-to-use process that offered numerous advantages: the direct-wire approach.

One of the primary advantages of the direct wire approach is that it is run at the users' home, making the scheduling of upgrades easier to manage and requiring only minimal disruption to the salesperson's normal routine. If the traditional ship-in/out rollout method had been used, it would have taken two full days. Two days in which productivity came to a standstill for that salesperson, and the company at large. Using C3i's direct wire approach, the users were without a machine for only one hour.

C3i's direct-wire solution allowed field employees to not only stay productive, but also reduced the number of calls to the helpdesk, cutting down on additional time and effort that would have been required of IT and support personnel. The final result is that C3i managed to not only reduce the down-time in the field, but also to reduce the overall operating cost for the project—which is good news for any company.

Contact C3i

C3i's outsourcing services helps the healthcare industry dramatically improve technology usage while lowering the total cost of customer relationship management environments. Only C3i provides a complete portfolio of systems integration, technology training, multilingual help desk, asset management, hardware provisioning and technical site assessments exclusively tailored for the needs of healthcare professionals.

C3i has global operations centers in Europe, India and the United States. For more information, please visit C3i's website at www.c3i-inc.com.