



Case Study

Enterprise Systems Integration

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Challenge: Provide Global solutions while preserving Regional autonomy

A growing specialty Pharmaceutical firm recognized for its localized commercial tactics provided great success for its products in improving patients' lives. This success has been aided by regional Commercial CRM implementations, tailored to local needs. But success breeds its own challenges, and as it grew the firm needed a Global strategy for Medical Affairs (MA). An Enterprise CRM was needed to support this global strategy for MA, one which could share appropriate information about Health Care Providers (HCPs) with the four local Commercial CRMs, yet without disrupting the legacy local Commercial operations.

3C Company was called on to architect a robust, unique solution to integrate these CRMs from multiple vendors, into one seamless platform. A custom approach of federating the Master Data stewardship allowed the regional Commercial the flexibility they require, while consolidating the HCPs and their interactions with company staff as appropriate for Medical Affairs. Medical Information Requests are fielded from around the globe for centralized response and tracking, HCP consents are collected and shared between Commercial and MA, local names of drugs are mapped to shared terminology for global analysis, and MA Strategies are aided and tracked as detailed scientific product information is shared with professionals caring for patients.



Implementing A Solution

The team at **3C Company** knows what it takes to implement change across an organization, and what it takes to truly implement an enterprise solution. One which can achieve both enterprise and departmental objectives, and often crosses the lines between disparate operational solutions already in place. Rarely is it as simple as solution vendors profess, so if you know – turn to 3C, who has been focused on implementing technologies in Pharma for over a quarter century.



We revolutionize the pharmaceutical industry with advanced technology and tailored solutions, streamlining success from preclinical development to regulatory compliance.

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