

ROI SHOWCASE

PHARMACEUTICALS

Bayer Yakuhin, Ltd.

Everypath Case Study**Bayer Yakuhin, Ltd.****Industry:** Pharmaceuticals**Application:** Sales force automation**Back-office System Connections:**

Siebel 7.5, Lotus Notes, custom applications

Functionality: Data collection, product promotion/detailing**Benefits:** Increased management visibility into the field, increased field efficiency, streamlined sales process, more timely marketing and product feedback**Bayer Yakuhin Sells Smarter**

Bayer Yakuhin, Ltd., a pharmaceutical manufacturer headquartered in Osaka, Japan, is part of the worldwide operations of Bayer HealthCare, a leading innovator in healthcare and medical products. Bayer demonstrated its capacity for innovation when it addressed a challenge common to all pharmaceuticals companies: poor sales effectiveness. Sales staff, called medical representatives (MRs), often spend their time waiting in hospital corridors, hoping to corner doctors for a moment. Laptops are too cumbersome and slow for this environment, yet MRs need access to account and product information to maximize the value of the call.

"In today's competitive pharmaceutical market, having customer information at our fingertips is essential to success, but our field force is generally away from the office during these critical moments," says Dr. Mithat Mardin, head of organization and information at Bayer HealthCare in Asia/Pacific.

Choosing Everypath

Bayer selected Everypath to provide MRs mobile access to company information in Siebel ePharma, Lotus Notes and their custom system. Everypath provided their mobile

expertise, a Siebel-validated solution and the ability to run on handhelds in both online and offline mode. This is important because many medical facilities do not allow wireless communication on premises. Everypath's mobile task automation approach supported the company's need to mobilize only specific functionalities and information. Finally, Everypath's compatibility with a broad range of devices was key, as Bayer had already purchased its hardware.

Today, Bayer's 600 MRs access and input information while on calls, detail products, track samples and promote drugs. If Bayer seeks certain information, MRs complete surveys in real time.

Immediate Benefits, Long-Term Potential

Bayer's MRs now input information in 30 seconds on average, and synch with corporate systems at least once a day to provide management with fresh data. Bayer credits the Everypath solution with improved productivity, shortened sales cycles and increased visibility into the sales process. Furthermore, the company is gathering data that it simply was not able to collect before—data that has tremendous potential to help the company promote drugs more effectively for even greater sales.

**CONTACT INFORMATION:**

Everypath, Inc.
3965 Freedom Circle,
Suite 1100
Santa Clara, Calif. 95054 USA
(800) 2-EVERYPATH
(800) 238-3797
Main: (408) 562-8000
Fax: (408) 562-8100
www.everypath.com

Stuart Finn
SVP, Global Sales & Service
(408) 562-7950
stuart.finn@everypath.com