



Paladin Labs empowers Data Management staff with Microsoft Dynamics™ CRM

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James Anderson, Manager Sales and Marketing Data Paladin Labs

Montreal-based Paladin Labs Inc. is one of Canada’s leading specialty pharmaceutical companies. A critical part of the company’s success and growth is its ability to consistently bring new and innovative products to the market. As the company looked at its growth strategy, management realized it needed a more flexible Customer Relationship Management (CRM) system that would grow and change with the business. Working under tight migration deadlines, Paladin implemented Microsoft Dynamics™ CRM. Today, the flexible customer relationship management solution is helping Paladin Labs realize significant cost savings. As well, sales staff can pull real-time data from the CRM system to make more informed decisions, while managers can get a more comprehensive, up-to-date view of the business.



Situation

Established in 1996, Paladin Labs is a specialty pharmaceutical company based in Montreal, Canada, that acquires and licenses new products from partnering pharmaceutical companies and promotes them under its own brand.

To maintain its leadership position, Paladin continuously changes its pharmaceutical product lines. The company must update its Customer Relationship Management (CRM) database each time a product is introduced to ensure its salesforce has access to the new information. According to James Anderson, Manager, Sales and Marketing Data, Paladin Labs, with the company preparing for further growth, it sought to develop a more flexible CRM system that would grow and change with the business.

“The company is in a state of perpetual change, whether it’s signing new partners or obtaining new products to promote, so providing people with information that’s current is critical,” says Anderson. “However, updating the CRM system with the information our salespeople need became very frustrating and time consuming.”

The aging CRM software was unable to meet the demands being placed on it and difficult to customize, forcing staff to work with predefined menus that were not always a fit for the business. If Data Management staff wanted to change a description in a drop-down menu, it would take at least one month to have that change made by the vendor, and at a substantial cost for each change.

Given these challenges and the large volumes of data entering the CRM system, Paladin Labs needed a more scalable solution.

Timing was another factor; the company needed a solution that could be implemented in time for a major sales conference.

Solution

After much time deliberating and testing various solutions, and with the conference just three months away, Paladin Labs opted for Microsoft Dynamics CRM.

Not only was Paladin Labs experiencing tremendous growth, but from an industry perspective, pharmaceutical companies are unique in their technology needs. Paladin Labs needed a CRM solution that was extremely flexible, easy to use and cost-effective.

Microsoft Dynamics CRM provides seamless integration with products in the Microsoft Office system, including Office Outlook® messaging and collaboration client and Office Excel® spreadsheet software. This helped reduce learning and data-entry times, allowing the company to implement the solution well within the three month timeline.

The fully integrated system also gives the company the capability to easily create and maintain a clear view of customers from first contact through purchase and post-sales. Staff is now able to customize and change functionality completely in-house, on an internal server, and with the flexibility to tailor it to their specific needs in real-time.

“We’ve eliminated a lot of previous frustration because we now have the power to make changes in the system when users need them. Users love the ability to make changes on the fly,” says Anderson. “We can build customized views or menus and different scenarios on our own as soon as a change occurs. This has proved invaluable to the business.”

For More Information

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Benefits

With the Dynamics CRM-based platform in place, day-to-day operations have improved at Paladin. Sales staff at Paladin no longer spend time waiting for system updates and are able to accurately track sales targets in real-time.

Flexibility and customization

The new Dynamics CRM environment has given Paladin more flexibility to change and update its system and provide the company's salesforce with instant access to information. Changes that used to take managers one month to complete are now done in minutes.

"I can't stress enough how critical our need for flexibility was," says Anderson. "Data Management staff can now make system changes when required and update user interfaces as necessary. The new CRM solution is delivering value both from a convenience and cost-savings standpoint."

Ease of use

Because the system is easy to customize and change based on individual needs, sales reps benefit from a more personalized, concise view of their accounts that allows them to easily track their progress. It also helped Paladin implement Dynamics CRM and train staff well in advance of the company's sales conference.

"Our experienced CRM users were really impressed with the ease of use and similarity to other Windows-based platforms," says Anderson. "From a simple, everyday user perspective, the flexibility and familiarity has been a huge time saver as employees only required a small amount of training."

Better business insight

To provide the highest-level of customer service, staff need confidence that the information on a new or prospective client is up to date. By making it simple to edit

information and build or use customized filters and menus within the database, Dynamics CRM helps everyone get the information they need.

"Our CRM solution helps our sales team make more informed decisions," says Anderson. "Simply put, the system's flexibility goes deeper than just providing us with more access; we now have the tools to ensure that we are able to keep up with our constantly changing business."

Microsoft Dynamics

Microsoft Dynamics is a line of integrated, adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft Dynamics works like familiar Microsoft software such as Microsoft Office, which means less of a learning curve for your people, so they can get up and running quickly and focus on what's most important. And because it is from Microsoft, it easily works with the systems that your company already has implemented. By automating and streamlining financial, customer relationship, and supply chain processes, Microsoft Dynamics brings together people, processes, and technologies, increasing the productivity and effectiveness of your business, and helping you drive business success.

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