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REGATE CASE STUDY

SALES FORCE AUTOMATION

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INSIDE THIS ISSUE

1. *BizeGate Case Study*
2. *Client Presentation*
3. *Basic Bizegate Modules*
4. *Special Client Needs And Requirements*
5. *Benefits Achieved*

BIZEGATE SALES FORCE AUTOMATION CASE STUDY

Regate SA, on October 2005, has successfully completed the extension of the BizeGate platform at the pharmaceutical company DEMO S.A.

The final deliverable is a fully functional Sales Force Automation package for the medical representatives of the company using laptop devices and includes the BizeGate Reps, BizeGate Supervisors and BizeGate Reporting modules.

BizeGate has been deployed to 60 medical representatives.

CLIENT PRESENTATION

With the essential know-how present, highly specialized personnel, as well as significant support from the Medical community and Nurse Staff, DEMO has managed to operate in two private, cutting-edge technology production facilities for the manufacturing of pharmaceuticals and large and small volume parenteral solutions, with a total surface area of 27.500m². Production and Quality Assurance Departments operate according to state of the art methodology in the European Pharmaceutical Industry.

DEMO produces and markets more than 150 pharmaceutical products manufactured under GMP (Good Manufacturing Practice) standards. These are mandated by guidelines in the EU and World Health Organization. Investing in state of the art technology, as well as utilizing high quality raw materials and excipients, along with the valuable contribution of DEMO's highly trained personnel leads into guarantee of the best quality for the final product and ultimately safety for the patients.

Today DEMO is the No1 ranking company in terms of sales (units) in the Hospital sector in Greece among all companies (IFE data, 2002-2004), while it exports in 48 countries worldwide.



The modules that have been installed and configured at the client site include:

- **BizeGate Reps:** Medical Representatives module that helps manage daily routine visits to institutions and clinics or to independent doctors' offices records the feedback given by product and ultimately acts as a CRM system for the medical sector.
- **BizeGate Supervisors:** Salesforce Supervisor Module that enables the sales supervisors to monitor their teams and their daily routine. It offers a tree functionality for user and client management and integrates with the BizeGate 4SF module to provide salesman functionality to the supervisors.
- **Reporting & Statistics:** Reporting Management covering all aspects of the SFA application, including reps statistics, sales statistics, doctor visit cycles, market segmentation, etc.

SPECIAL CLIENT NEEDS AND REQUIREMENTS

The client has asked for the following special needs and requirements that have been covered by BizeGate (considered as a vertical market need):

- Migration of data from several different applications and databases to the new BizeGate platform.
- Redesign of the market segments and areas, considering IMS bricks.

BENEFITS ACHIEVED

“The project was designed and deployed within two (2) months, including the User Acceptance Tests.”

- Maximum management of sales and other activities with your clients
- Significant decrease in operational costs (e.g. phone calls, errors, stock)
- Short ordering lifecycle with less human errors
- Better use and flow of stock hence better stock replenishment
- Sales force automation improvement
- Quick and self-proved ROI
- Improvements in client support services
- Short-term sales improvements

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