

## SAP Customer Success Story



Well-directed CRM brings competitive advantages in the dynamic pharmaceutical market. Effective customer relationships require specific knowledge about individual customers, their potential, and their needs. To do this, enterprises need an IT infrastructure that systematically integrates this knowledge into the entire process chain associated with that customer. At **ratiopharm**, mySAP™ CRM Mobile Sales provides its sales force with more information about its customers. This helps the sales staff work more efficiently, gain new key customers, reach the customer base more effectively, and improve customer retention.

# ratiopharm

Gute Preise. Gute Besserung.



## RATIOPHARM

### RATIOPHARM WELL-DIRECTED CRM

#### GENERIC PRODUCTS MAKE RATIOPHARM GERMANY'S LARGEST PHARMACEUTICAL MANUFACTURER

Over the last 25 years, ratiopharm has transformed the German pharmaceutical market. The company, based in Ulm, Germany, develops, produces, and markets generic products: preparations with active agents whose patents have run out. As a result, the enterprise can offer low-cost, high-quality medication across numerous branches of medicine – a cheaper alternative to the original products. The company's policy has clearly led to its success. Today, ratiopharm is the largest pharmaceutical manufacturer and the most-prescribed brand of medication in Germany.

The 660-strong workforce responsible for ratiopharm medication, from development right through to when it is delivered to the patient, includes a high-performing external sales force. The sales team mainly focuses its efforts on doctors in clinics, private practices, and pharmacies – the group most intensely targeted by the dynamic pharmaceutical market. To gain and retain these customers, ratiopharm relies on systematic, customer-specific relationship management. For ratiopharm's external sales force, the mySAP™ CRM Mobile Sales capabilities of mySAP™ Customer Relationship Management (mySAP™ CRM) make this possible. The days of struggling with difficult process and data integration and incomplete customer information were over. mySAP CRM ensured that ratiopharm's sales force had the full and latest picture about its customers – anytime, anywhere.

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**CUSTOMER INFORMATION AT YOUR FINGERTIPS**

mySAP CRM provided ratiopharm's external sales force with the comprehensive knowledge it needed to address its target group effectively: comprehensive knowledge about pharmacies, doctors, and clinics. Information about products, prices, competitors, and contact person details are available at the touch of a button. Plus, ratiopharm can get the most up-to-date information on customers and contact partners from an external address pool through a link to mySAP CRM. The solution also increased productivity by helping sales force employees prepare for customer visits. Functions that provided support for appointments and correspondence, selecting experts, and route planning help simplify the entire business process. Reports and analyses functions also help the sales team in managing customer information more effectively.

**"mySAP CRM enables us to identify our customers' needs and deploy this knowledge to tailor our work to each customer. This significantly increases the efficiency of our sales force and lets us react more quickly to the dynamic pharmaceutical market."**

Stefan Langthaler, head of business systems at ratiopharm

**AT A GLANCE**

<b>SAP solution components</b>	mySAP CRM, SAP® R/3®
<b>Hardware platform</b>	- Fujitsu Siemens Computers (server), - Compaq (clients)
<b>Operating system</b>	- Windows NT (office-based personnel), - Windows 2000 (external sales force)
<b>Database</b>	Oracle
<b>Number of users</b>	510

**FASTER REACTIONS TO DYNAMIC MARKETS**

Uniform, consistent information is now available worldwide. "We can provide more individual support for customers, significantly increase the efficiency of the external sales force, and react more quickly to the dynamic pharmaceutical market," says Stefan Langthaler, head of business systems.

mySAP CRM went live in only six months at ratiopharm. SAP consulting made a significant contribution to the project's success thanks to its extensive knowledge of the industry. By the end of 2001, a total of 510 external sales employees should be working with the solution in Germany and Spain.