

Novo Nordisk (China) Boosts Sales with Integrated Management System



Novo Nordisk (China)
Pharmaceutical Co., Ltd
Beijing, China
www.novonordisk.com.cn

Industry:

Life Sciences

Annual Revenue:

US\$5.8 billion

Employees:

1,000 (China)

Oracle Partner:



IBM Business Consulting Services
Beijing, China
www.ibm.com/bcs

Oracle Products & Services:

Oracle Database
Siebel ePharma

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Novo Nordisk is a biopharmaceutical healthcare company with a market-leading position in diabetes care. The company is also known for its haemostasis management products, growth hormone therapies, and hormone replacement therapies. Headquartered in Copenhagen, Denmark, Novo Nordisk employs approximately 22,000 full-time employees in 79 countries, and markets its products in 179 countries.

In 1994, the company established a subsidiary in China and later opened a Biopharmaceutical Technology Research and Development Center in Beijing. Novo Nordisk (China) has six offices across the country and manufacturing facilities in Tianjin. The Chinese operation employs 1,000 staff.

Novo Nordisk is using SAP ERP and SCM globally, and in order to ensure that Novo Nordisk could compete effectively in the burgeoning Chinese pharmaceutical market, Novo Nordisk (China) implemented a regional sales management system based on a range of Siebel applications from Oracle. The solution enabled the company to obtain detailed sales data, monitor the performance of representatives across China, and boost customer service.

“The Siebel CRM system has supported the implementation of new business strategies and improved sales efficiency,” said Cao Hui, system applications manager at Novo Nordisk (China). “We have increased the number of sales calls by 30%, while cutting reporting time by 50%. The Siebel solution will certainly help us increase revenues and profits.”

Staying Ahead in a Competitive Environment

China’s pharmaceutical industry has entered an era of fierce competition. The sector is experiencing 15% annual growth rates,

Key Benefits:

- Enabled close management of 500 sales representatives across the country
- Increased the number of sales calls by 30%
- Cut reporting time by 50%
- Provided real-time access to critical sales data and performance figures
- Improved efficiency of field sales team by integrating mobile devices with the Siebel platform
- Enhanced decision-making and collaboration within the company

driven by an influx of multinationals with local companies also angling for a share of the market. In addition, the advent of new technologies has led to new business models and methods of operation, increasing the competitive pressure on pharmaceutical companies.

China is an important strategic market for Novo Nordisk. There are more than 40 million diabetes sufferers in the country, and the treatment ratio of these people is currently less than one-tenth of those in other nations.

Novo Nordisk (China) employs around 500 sales representatives nationwide, and plans to increase this number to 800 by 2008. To ensure it could efficiently oversee this dispersed workforce, the company installed an integrated sales management system in 2005. The aim was to provide enhanced support for sales and marketing activities, boost customer service, increase sales, and cut costs.

“We believed the new solution would not only help us shorten the sales cycle, but would allow us to standardize business processes across the company,” said Cao Hui. “This would improve productivity and enhance our competitiveness.”

Simplifying Workforce Management

Novo Nordisk (China) experienced a range of productivity improvements after it implemented a sales management system based on Siebel applications for the pharmaceutical industry.

The most visible benefits are improved access to information and streamlined workforce management. The company’s regional managers and senior executives can now obtain detailed information on the performance of the workforce, including data on work volumes, number and type of customer visits, and daily sales figures. “We can monitor our sales team and ensure they are meeting targets and business goals,” said Cao Hui.

Features such as online application approvals, and costing and planning tools, have proven useful for business managers. Sales managers and executives have also benefited as reports can be generated faster than in the past, decreasing their workload.

The Siebel solution is integrated with the mobile devices used by sales representatives, ensuring the data they enter is instantly available to managers in offices. It also gives them easy access to

company and product information so they can respond to customer queries promptly.

In a survey conducted by Novo Nordisk (China) following the implementation, more than 85% of the company's staff rated the Siebel system as being extremely useful and very convenient.

"The ability to access information in real time is a tremendous competitive advantage," said Cao Hui. "It has helped improve decision-making and boosted collaboration between different departments at the company."

Why Oracle?

Novo Nordisk considered using similar software customized for Novo Nordisk India, including a low-cost PALM solution. However, because the European, Japanese, and American offices of Novo Nordisk were using Siebel to manage sales territories, it was decided that the Chinese subsidiary would also standardize on Siebel to ensure global compatibility.

Implementation Process

Novo Nordisk (China) engaged Oracle Certified Advantage Partner IBM Business Consulting Services to help implement the Siebel sales management system. The solution is integrated with the mobile devices used by the 500-strong sales force, with synchronization between the devices and the Siebel system taking around four minutes on average.

Novo Nordisk (China) is a subsidiary of Danish pharmaceutical giant Novo Nordisk. The Chinese operation employs 1,000 staff, half of which work in sales. Novo Nordisk (China) has six offices across the country and manufacturing facilities in Tianjin.