



FocalCXM implemented a Global Events System for a global Life Sciences client by streamlining business processes using a JSR 94 compliant rules engine. This simplification effort significantly cut down costs and provided better compliance.

THE CUSTOMER

Client is an innovative, global healthcare leader that is committed to improving health and well-being around the world. They operate in more than 140 countries and employ employees across the globe. The Client's Human Health is a division that is focused on the research, development, manufacturing and marketing of human health products. The client offers customers one of the broadest, most innovative Human Health portfolios, spanning products to support performance and to prevent and treat diseases

BUSINESS PROBLEM

As part of Client's Events Management program, Marketing & Sales Professionals organize events across the globe for physicians. Due to regulatory issues, Client is obligated to maintain complete transparency about the money spent for these events. From an IT perspective, the system is not simple because customer and event information is present in Veeva system. However, a couple of key challenges exist:

- Veeva does not have an inherent rules engine and hence the rules applicable per customer had to be coded into the Veeva platform, which is an incorrect way as rules can change frequently.
- There is no visibility into the rules because they are available only for programmers.
- Cost of maintenance
- Effort involved in ensuring proper expenses

SOLUTION

Focal delivered a beautiful front end in Angular & Java to allow country administrators to define Event specific rules per each country and a package in Veeva that integrates with the rules engine. Once defined and loaded into the system, the integration empowered the marketing and sales professionals to validate their events in real time for accuracy and compliance. From a reporting perspective, Client could be more compliant than ever before. In addition, the flexibility of the rules engine empowered Client to go-live with more than 12 countries in one release while addressing the intricacies of rules for various markets.

RESULTS

- Better Compliance with FDA Guidelines
- Simplicity for Sales Representatives since they do not have to use multiple systems
- Robust platform for future extension to more markets
- Reduce cost of maintenance