

IMPACT BRIEF

CLIENT:

Merck & Co

Whitehouse Station, NJ

DESCRIPTION:

Publicly traded with a market capitalization in excess of \$125 Billion, the client is a global research-driven pharmaceutical company that discovers, develops, manufactures and markets a broad range of innovative vaccines, medications and consumer and animal health products. Merck & Co. is one of the seven largest pharmaceutical companies in the world, over 120 years old and has more than 80,000 employees.

MARKETS SERVED:

Drug wholesalers and retailers, hospitals, government agencies, physicians, physician distributors, veterinarians, animal producers, and managed health care providers, as well as food chain and mass merchandiser outlets.

CLIENT NEEDS:

Managers require easy and immediate access to libraries of research and protocol documents, forms, training publications, marketing collateral and sales materials from anywhere around the globe. Facilitate more effective communication and collaboration between teams while enabling managers to create and disseminate reports, studies, research and other time sensitive communications. Accurately manage commercial offerings and remove human calculations from prices and complex discount structures.

SOLUTION & IMPACTS:

Configure, load VPP and deploy 50+ iOS devices to top divisional managers. These thought leaders are based around the globe so information must be accessible from anywhere utilizing iPads. Provide individualized training on iOS device operation, features and Apps. Roll out seamless iOS strategy to increase collaboration, push realtime data and enable access to updated clinical study results, training manuals and reference materials. Streamline service communications, improve individual performance and optimize productivity.



SOLUTION SUMMARY:

PRODUCT & SERVICE MIX:

iPads
iPhones

SALES PARTNER:

iBusiness Technologies
New York • Chicago • Philadelphia