Case Study

COMPANY ➤ Pharmaceutical Sales and Distribution Business
SECTOR ➤ Pharmaceutical and Healthcare
PROJECT TYPE ➤ Consultancy & Project Services
LENGTH OF PROJECT ➤ 12 Months

OBJECTIVES ➤ To offer strategic advice and project management services, to ensure the successful implementation of the CRM project ‘iConnect’ in an efficient and effective manner.

WHAT we delivered...

Providing Clarity

➤ Providing clear methodologies and services and ensuring smooth transition from one stage to the next
➤ Providing clear roles and resources to support the project, as well as communication throughout, to key stakeholders

Guaranteeing Success

➤ Guaranteeing the merging of methodologies and the incorporation of appropriate software to support long term usage
➤ Guaranteeing support and guidance from the start, to assist the Project Manager with execution and implementation

Ensuring Flexibility

➤ Ensuring appropriate and flexible levels of control are implemented for key stakeholders
➤ Ensuring the provision of a compatible solution with company’s existing software
HOW we delivered it...

The Pharmaceutical sales and distribution business wanted to set up and implement a SalesForce CRM project called ‘iConnect’. As this was part of a global roll-out, it was essential that this project was managed effectively and efficiently.

Asq provided a range of services to deliver this project. This included; Project Management Office (PMO) Consultancy, Project Quality and Assurance, Project Management, Change Management and Testing resources.

The customer expressed a preference to use existing templates and integrate its own implementation methodologies.

Further to a PMO audit, Asq recommended Prince2 to be the overarching implementation methodology and Agile methodology for the software development part, and incorporate their own document templates throughout the project.

Asq engaged a full-time, dedicated Project Manager to oversee this project; accredited and experienced with the Prince2 Methodology. Agile was delivered directly by the SalesForce and vendor teams for customised software requirements. The creation of a SharePoint site allowed the project team to interact easily, as well as share resources and make recommendations.

All risks were assessed and reviewed through a steering committee, to ensure that the mitigation and contingency plans were addressed comprehensively.

WHY we were the right solution...

- Asq provided a structured and strategic solution, tailored to the customer’s needs, ensuring that they were always supported by an experienced and well-trained Project Manager throughout the process.

- Asq made sure that the project was well supported by a core team of specialist managers delivering expertise: these managers ensured that the customer was kept fully informed and communicated clearly with their team members at every stage of the project cycle.

- Asq ensured that the solution it provided was flexible and compatible with the customer’s existing software and templates, to ensure a smooth transition and to provide a platform that users were already familiar with.

Let’s arrange a coffee... Call us on +61 1300 768 658