



Integrate your CRM solutions and do it fast

Dell CRM Solutions for Life Sciences Organizations



Using mobile applications with CRM, “Kenyan patients who received weekly text message check-ups were 12 percent more likely than a control group to have an undetectable level of HIV virus a year after starting life-prolonging antiretroviral (ARV) treatment.”

Dr. Nick van Terheyden, Chief Medical Officer, Dell Healthcare and Life Sciences

Implementing and integrating a customer relationship management system is uniquely challenging for Life Sciences organizations, where the marketing and communications functions are perhaps the most highly regulated of any industry. Platform-specific CRM applications, installed in a siloed approach, make sharing customer insights among stakeholders a slow, complex process. Sharing customer insights should be and can be much easier.

DELL CRM 360°

Dell CRM 360° lets you track customer touchpoints so you can quickly turn around and deliver the right information to the right customer at the right time.

Dell HCLS teams will help you:

- Develop Customer Journey Maps
- Design or integrate Campaign Delivery
- Implement and support your CRM rollout including case management, multi-channel capabilities, CTI Integration and Integration with back-end systems.

Get on the Cloud

The Dell Secure Healthcare Cloud (**Boomi**) allows for integration of CRM solutions with your enterprise platform. You can use Veeva, Salesforce.com, Microsoft Dynamics CRM, and Evariant as well as any other CRM application you prefer to share data and analytics throughout your organization. Now you can communicate timely information to your stakeholders, your partners and your customers.

DELL Secured Mobility

Stakeholders across formerly siloed departments can have secured access to and a unified view of customer activity, with real time updates to and from a variety of mobile devices. For example, though still in its infancy in the U.S., texting is widely used in Africa to engage patients and support medication adherence. A study in The Lancet noted that Kenyan patients who received weekly text message check-ups were 12 percent more likely than a control group to have an undetectable level of HIV virus a year after starting life-prolonging antiretroviral (ARV) treatment.

DELL Social Media Services.

Dell CRM can help you close the feedback loop with real time data to fuel your social media strategy development, a listening command center, and consulting to help you make the most effective use of social media channels.

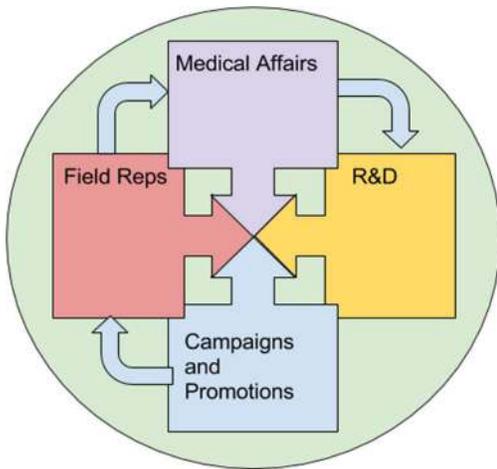
Key Benefits

Marketing can develop more targeted campaigns

- Get data-driven competitive insights
- More easily update pricing and patient support programs with insights into access
- Create customer journey maps by integration of various touchpoint interactions
- Get campaign analytics from various tactics
- Disseminate key metrics to communications agencies with the touch of a button
- Develop customized, relevant promotions in accordance with current guidelines

Sales Representatives get dynamic e-detailing for point-of-care

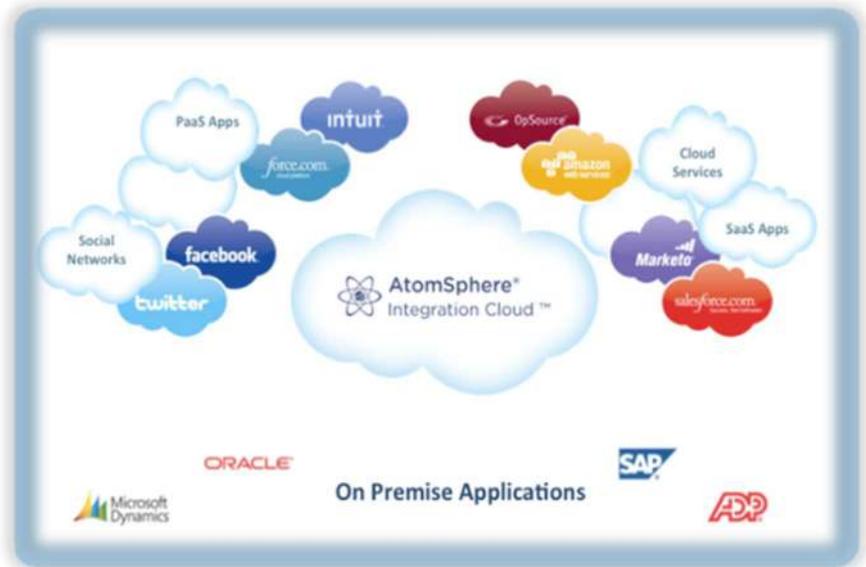
- Quickly update providers on treatment and procedures
- Analyze payor coverage
- Understand prescribing behavior
- Give instant, categorical feedback to Medical Affairs



Why Dell?

Dell's global team of clinicians, technologists and business specialists are steeped in innovative, information-driven healthcare and life sciences implementations. Dell is a leader in the field:

- Possesses a 25-year track record of integration success with government and private academic medical centers, large healthcare systems and allied health organizations
- Ranks as Gartner's #1 Healthcare IT Services Provider for SEVEN consecutive years
- Serves more than 50 percent of U.S. hospitals — providing care to 90 million Americans
- Connects systems for more than 2,000 healthcare providers, 100+ life sciences organizations, and more than 100 health plans



Case Study:

Dell Boomi AtomSphere integration PaaS (iPaaS) helped reduce development effort and delivered significant cost savings for Novartis.

Novartis was looking for a suitable alternative to two on-premise middleware solutions that were expensive to maintain and lacked the required flexibility. For an organization interested in achieving greater agility at a lower total cost of ownership (TCO), the proposition of extending the use of traditional middleware solutions to cloud and mobile integration scenarios was not attractive. A shift to Dell Boomi AtomSphere integration PaaS (iPaaS) helped reduce development effort and delivered significant cost savings, thereby strengthening the business case for extending its use to a range of integration scenarios.

According to Novartis estimates, the first phase of the project delivered overall cost savings of around 30%, with a 50% reduction in server capacity requirement.

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