



GILEAD- Case Study

PHARMACEUTICALS INDUSTRY
ON PREMISE CRM

Company Description

Gilead is a leading biopharmaceutical company with offices across North America, Europe and Australia. Their mission is to discover, develop and commercialize small molecule therapeutics to advance the care of patients suffering from life threatening infectious diseases such as AIDS and Hepatitis B.

The Australian team is responsible for all sales and marketing activities throughout Australia, New Zealand and Asia and is committed to offering and maintaining high quality service to the medical community. The main products that the Australian Gilead team promotes are AmBisome, Viread, and Hepsera.

Situation

- Gilead Sales Team was isolated and spread throughout Australia and New Zealand
- Gilead was looking for a solution:
 - to assist the sales team in being more efficient and productive
 - to assist communication throughout the organisation
 - to provide effective reports detailing sales team activity
- Director of Sales, Gios Auteri recognized that with the help of a CRM solution Gilead could reach their full sales potential
- Gios saw the need for and the benefits that a CRM database could bring to Gilead Australia

Solution

- Maximizer CRM integrated with Crystal Reports customised to suit the biopharmaceutical market and the company's existing IT infrastructure

Benefits

- The Sales Team at Gilead are now a high performing team, better informed and meeting all their key sales metrics
- Gilead has recorded double digit growth once again
 - The Gilead Team are now able to communicate with each other more effectively, no matter where they are located
- Crystal Reports also plays a major role in Gilead with Auteri using the CRM to develop weekly, monthly, quarterly and yearly reports



"Productivity has significantly improved and the sales team at Gilead continue to exceed "sales milestones" and "performance objectives"...Brett Yorgey was critical to the successful implementation and customization of [the CRM] into Gilead. His knowledge...commitment and continual support was outstanding."

Gios Auteri
Sales Director AU & NZ

Simone Delos
Sales Operations Specialist
Gilead

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