Omnipresence CRM the world class next-gen solution accelerating China's success

Customer: Chinese Pharma
Organization Size: Large (10,000+)
Country: China

Solution
• Omnipresence CRM a unified cloud-based scalable, low code/no code omnichannel life sciences solution

Results
• Deployed to 5500+ users in China.
• World class omnichannel customer and employee experience has improved decision making and go-to-market efforts.
• Next-gen omnichannel digital-first solution with AI and ML capabilities is achieving sales strategies and vision.
• Customer is now Chinese Data Residency and PIPL compliant
• Reduced TCO and achieving efficiency by eliminating disparate solutions
• Accelerated communication with the seamless interoperability of Dynamics 365 and native Teams integration

Challenges
• Integration challenges across multiple legacy CRM and Event Management systems and a lack of omnichannel capabilities impeded effective selling and customer engagement efforts. Complex architecture and data management challenges created barriers to growth.

• Global CRM solution being used was non-compliant with the Cross Border Data Transfer and the Personal Information Protection legislations that required in-country data storage.

Needs
• A world class customer experience using one system for healthcare professionals (HCPs), retail sales teams, and events management to streamline operations and enhance decision making through better visibility across teams and customers.

• Ongoing evolution of digital and customer capabilities, positioning the customer as the innovative, digital-first market leader in China and beyond.

• Improved commercial results from streamlined operations, lower cost of ownership, and enhanced decision-making.

Outcomes
The customer has quickly adapted to new market dynamics, fine-tuned sales plans, optimized HCP and customer engagement, improved decision-making, and go-to-market execution.

By providing operational teams with intelligent insights throughout the customer journey, Omnipresence enables them to execute targeted sales strategies that drive their vision to deliver personalized, valuable customer experiences that help HCPs deliver better patient outcomes.

Microsoft Partner

Dynamics 365

Solutions
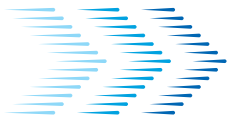
Real-time world class customer and employee experience at your fingertips
**—Seamless, personalized experiences drive customer loyalty and growth**

Omnipresence improves customer interactions across all channels, from sales and marketing to event management and medical affairs It creates a 360-degree view of customers, allowing them to tailor real-time interactions at select channel touchpoints across a customer's journey to personalize each step of the way.

Chinese data residency compliant, now and for the future
—Peace of mind with data management compliance

Compliance with Chinese Data Residency laws which mandates that all data must be hosted within China was a critical concern for Sanofi. 21Vianet, Microsoft's partner in China, provides the locally hosted cloud services that run Microsoft Azure, Dynamics, and other M365/O365 services.
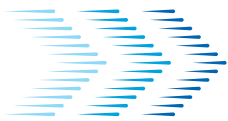
Next-gen performance delivers enhanced decision making and reduced TCO
—Common source of data improves business outcomes and increases productivity

Omnipresence taps into the power of the Microsoft Cloud to drive global scale and operational proficiency alongside consolidating legacy investments. It provides real-time insights to improve business outcomes and automated processes to promote productivity.

Interoperability with other Microsoft solutions ensures business data is securely managed in Azure, collaboration fostered through Teams, and Power Platform's low-code/no-code apps, BI and automation work seamlessly with the Dynamics 365-based core to greatly enhance operational capabilities, reduce dependency on multiple teams of specialist staff and ensure that they're ready to respond to future growth opportunities.

Omnipresence saves time and resources by eliminating complex integration between systems and piecing together information from different sources. Integrated dashboards give teams immediate access to time-critical customer information and native ML/AI ensures they can act on it without delay.

Chinese customer chose Omnipresence CRM for its ability to accelerate digital transformation and drive innovation as a scalable, omnichannel solution that is ready for today and their evolving business needs. Device agnostic and built on the power of Microsoft Dynamics 365, Omnipresence CRM brings multiple business applications together in one system, coupled with advanced analytics to reveal insights, drive wiser decisions, and unleash new opportunities for commercial growth.

Microsoft Partner

Dynamics 365