

NetSuite helps Novartis manage their CRM and ERP needs.

**Company Name:**

Novartis

Industry:

Wholesale/Distribution;
Pharmaceuticals

Headquarters:

Basel, Switzerland

Applications Replaced:

In-House Developed
Application

NetSuite Product:

NetSuite

Results:

- Real time visibility of data across organization.
- Overall sales efficiency has increased significantly.
- Automated discounting process resulting in reduced discounting errors.

Challenges:

- Custom built silos of on-premise systems to handle their ERP and CRM operations.
- Integration of all these systems was a major challenge.
- The data used for reporting was not real time.
- Process changes could not be managed.

Solution:

- Chose NetSuite for its entire CRM and ERP operations.
- Various schemes and discounting processes incorporated for their patients, doctors and products providing an automated and accurate way for all their discounting needs.
- Process changes are now be handled by Novartis without any downtime and minimal effort using NetSuite Workflow manager.
- Novartis has attained high scalability in quick time.