

MCKESSON*Empowering Healthcare*

McKesson Specialty
Scottsdale, AZ
www.mckesson.com

Industry:

Life Sciences & Pharmaceuticals

Annual Revenue:

US\$88.050 billion (McKesson)

Employees:

26,400 (McKesson)
652 (McKesson Specialty)

Oracle Products & Services:

Siebel CRM On Demand

Implementor:

Oracle Consulting

“We wanted to create a global view of customer account information across our organization. With Oracle’s Siebel CRM On Demand, we quickly implemented a new system that standardized our processes and provided us with visibility into sales and customer activity, as well as any issues and pending resolutions.” – Minde Fawcett, Director of Sales Operations, McKesson Specialty

McKesson Specialty Standardizes Sales and Marketing Processes and Increases Customer Visibility

A division of the McKesson Corporation, McKesson Specialty delivers the new approaches and solutions needed to ensure success in the evolving specialty pharmaceutical market. The division’s services include reimbursement support services for patients and physicians, reimbursement strategy for pharmaceutical manufacturers, specialty distribution and pharmacy services; oncology services, state-of-the-art call center; transaction processing systems, comprehensive database management capabilities, and patient support services including clinical support and patient assistance programs.

Challenges

- Increase company-wide visibility into sales activities and customer accounts
- Standardize and automate sales and customer relationship management (CRM) processes
- Enable the company to track reported issues, inconsistent processes, and resolution time
- Simplify system functionality to increase user adoption

Solution

- Implemented Oracle’s Siebel CRM On Demand to standardize sales and marketing systems across product lines in the McKesson Specialty business unit
- Offered the flexibility required to accommodate multiple sales processes and roles
- Enabled consistent pipeline reporting, sales stage management, and reporting across product lines
- Created a global view of the customer across the organization
- Allowed the organization to track and report on issues in the resolution process
- Supported sales team roles, enabling internal and external sales representatives to collaborate on account, opportunity and service request management
- Minimized the need for customizations
- Ensured a rapid implementation, deploying the system in less than 90 days