Problem, solved.

Pierre Fabre

RunMyProcess.  
a Fujitsu company
New online applications enable indirect marketing efficiencies for global pharmaceutical.
Headquartered in Castres, France, Pierre Fabre is the country’s second largest independent pharmaceutical group, covering all aspects of healthcare, from prescription drugs and over-the-counter products to dermo-cosmetics.

Customer: Pierre Fabre
Country: France
Industry: Pharmaceutical and Dermo-Cosmetics
Problem, solved. Pierre Fabre

Problem

Delivering consistent marketing campaigns across 130 territories with manual processes and simple tools.

Solution

A set of secure online applications to consistently coordinate indirect marketing tasks on a global basis.
Problem, solved. Pierre Fabre

The problem

Pierre Fabre needs to deliver consistent global marketing campaigns to promote its cosmetic brands and engage health professionals around the world. But this is a complex process due to the number of countries, people and requirements involved - and attempting to manage this complexity with basic tools was creating delays, inefficiencies and risks.

“Pierre Fabre has to manage a range of indirect marketing tasks such as promotional merchandise or hospitality. However, this information was consolidated via email and Excel with no agreed processes,” explains Matthieu Durand, Enterprise Architect, Pierre Fabre. “This made it very difficult to manage processes and get accurate information in a timely manner.”

Pierre Fabre therefore issued an RFP to find the right partner to work with them in addressing these marketing issues. Its most important criteria were speed of implementation, cost and functionality. After evaluating a number of software companies, it decided that RunMyProcess was the best fit.

“RunMyProcess proved that it had the people and technology to drive the project quickly as well as having a low cost per usage point,” adds Durand. “It could also deploy solutions globally via a secure cloud platform, ensuring we could easily reach all 130 territories.”
Problem, solved. Pierre Fabre

The solution

RunMyProcess has enabled Pierre Fabre to digitally transform its marketing operations by quickly creating new applications that fit the organization’s specific needs. Equally importantly, RunMyProcess’s ability to make these solutions globally available at the touch of a button means that everyone can collaborate irrespective of location.

By leveraging RunMyProcess’s intuitive, drag-and-drop design tools and extensive library of connectors, Pierre Fabre was able to quickly create multiple web applications – with integration to their back office ERP where necessary – that were still less expensive and more flexible than in-house solutions.

“We have worked with Fujitsu to develop a number of applications that handle product launches and terminations, merchandising and hospitality management among others,” says Durand. “There are now 1,200 active users around the world - including external partners - who rely on the system for critical tasks and who share the same consistent user experience and up to date information.”

One application which stands out is the reservation system for the company’s internal luxury hotel and restaurant. This venue hosts medical professionals for seminars and to showcase new products. Previously, the reservations were entirely manual, making it difficult to keep the precise records required by the government. Today requests can be submitted and approved instantly online, providing a simple way to validate the expense and ensure compliance.

As a result of the initial successes, Pierre Fabre’s use of RunMyProcess has been extended to other areas of the business, helping to digitize further activities including logistics and internal validation processes for top managers.
Problem, solved. Pierre Fabre

Benefits

“When we ask RunMyProcess to create a new application, it will be up and running within a few weeks, which is extraordinary compared to an ERP or CRM deployment,” Matthieu Durand, Enterprise Architect, Pierre Fabre.

Pierre Fabre has enjoyed a remarkably rapid return on its investment due to the fast time to market of its new RunMyProcess-based applications. By providing a cost-effective, turnkey platform for digital transformation, RunMyProcess has enabled the organization to create more transparent and accurate processes for key indirect marketing tasks.

More generally, Pierre Fabre’s journey to digitize its marketing processes to date has resulted in greater collaboration, higher levels of efficiency and control, better visibility of performance and more transparency for auditing and compliance. Together these changes are not only helping to deliver more effective indirect marketing activities but also creating a better experience for Pierre Fabre employees at its headquarters and 44 worldwide subsidiaries.

Summary

+ Greater global consistency, collaboration and visibility within indirect marketing activities.
+ Higher productivity, efficiency and responsiveness for staff through end-to-end automation.
+ Faster time to value using a secure, cloud-based approach to deliver the applications within a few weeks.
+ Extension to other areas, including logistics and internal validation for top managers.
“From the outset, RunMyProcess has shown a strong commitment to developing the right solutions for us. It is responsive and agile, enabling us to create the best tools together as a collaboration.”

Matthieu Durand, Enterprise Architect, Pierre Fabre
At RunMyProcess we love to solve digital problems. Small ones, big ones – we honestly don’t mind.

We believe that digital connections between people, software and devices can lead to wonderful new ideas – and open up new ways of looking at previously intractable business and social problems.

That’s why we’re passionate about solving digital problems and helping enterprises evolve using the power of connected technology. We want to help our customers make the world a better place, one rapid solution at a time.

To achieve this we operate a cloud platform for quickly and securely building applications that connect enterprise systems and processes to the people, clouds and devices of the digital world. By making connections our platform helps enterprises safely evolve towards new digital business models that make a real difference to the lives of their customers and employees.

Our unique platform enables organizations to:

- Deliver user experiences that seamlessly follow people across devices.
- Capture end-to-end processes that connect people, software and things.
- Accelerate the delivery and evolution of connected business applications.
- Empower business people to innovate at the edge of the organization.

To learn more please visit:

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