Major Global Enterprise Software Vendor

Industry:

Enterprise Software

Employees:

500-1000

Silicon Marketing Services:

- Project detection campaign

- Sales support document authoring

"Silicon Marketing deep knowledge of the highly regulated pharmaceutical sector and of its business issues helped us kick start in the pharma market in EMEA in a limited amount of time. Silicon Marketing brought us several sales leads and generated awareness for our company and solution. This was done in a very professional manner."

– Marketing Director EU & APAC, Software Vendor

One of the leaders in Master Data Management enterprise software identifies new prospects and project opportunities across Europe in pharmaceutical sector

With a global presence, this leader in Multi-Domain Master Data Management Enterprise software, was already present at some medical device and food companies.

But still, they wanted to better penetrate the pharmaceutical market in Europe and Middle-East.

At the same time, there was a strong and compelling reason for pharmaceutical companies to change their Regulatory and Master Data Management systems: the ISO IDMP new submission format, to be implemented in Europe by July 1st, 2016, requested pharmaceutical companies to have product information from across the company in one central place.

Challenges

- Software vendor wanted to increase its commercial presence in the pharmaceutical sector
- Sales team needed support to better and quickly understand the key business issues and how to address them

Solution

- Planned and executed a deep dive project detection campaign across Top 100 pharmaceuticals, cosmetics, food manufacturing and distributing companies in Europe and Middle-East
  - Over 140 phone interviews were conducted
  - Identified several sales projects
  - Reached out to 84% of target
- Created call script
- Identified target companies to call, and potential contacts
- Provided support to author sales support document: business issues mapping cheat sheet, industry whitepaper
- Generated awareness for the software company in pharma sector through multi-channel (phone, email, social networks)
- Supplied the software vendor with project sheets, contact lists and competitors' presence analysis

Next steps

Software vendor's sales team will further qualify the leads brought by Silicon Marketing.

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