WINDEV & WEBDEV: improving productivity within ZAMBON Laboratories

SoluPharm, a CRM application intended for pharmacy sales forces, was developed by ARENAL and then customized for the specific needs of Zambon France Laboratories

The Company
Zambon Group is an international group from the pharmaceutical and chemical industry (2,400 associates in 16 countries).

Sandrine Salmon is the IT manager of Zambon France

Project Leader
Arenal specializes in the development of sales management software such as SoluPharm, which is built specifically for sales teams targeting retail pharmacies or hospitals. **Christian Dorisse** is responsible for the "software" activity.

WINDEV and SoluPharm: cures for ZAMBON
"We used to have a CRM application that was developed with an off-the-shelf DBMS that was no longer responding to our quality and productivity needs" declared Sandrine Salmon, *"implementing SoluPharm was very beneficial"*.

SoluPharm was developed using WINDEV. *"The best part I saw was in terms of productivity and the great range of features. All the developers with whom I speak about WINDEV agree with me"*, recognizes Christian Dorisse.

A scalable CRM thanks to WINDEV
Sandrine Salmon talks about her partnership with Arenal: *"Each request for new features is quickly implemented. This has let us customize then add the application's main modules"*.

This way SoluPharm has evolved and enriched itself with order taking in the pharmacy. It also lets you take a quick look at a summary of the client relationship over 15 months (activity, appointments, orders, invoices, etc.) and of course, it prevents the drug representative from having to re-enter the data. This improves the satisfaction and productivity of the rep.

The dashboard on a Tablet PC
Other modules implemented for drug reps are appointment management with an optimized multi-criteria selection, activity monitoring (dashboard, activity report), using and processing marketing information.

"The Hyper File database database provides total satisfaction in terms of reliability and performance", underlined Sandrine Salmon. *"The fact that it can be deployed freely influenced our decision greatly"*, she concluded.

EDI done in WINDEV
SoluPharm also integrates the automatic transfer of orders to the distributors. *"In order to implement the EDI Interchange in the EDI-PHARM standard, we relied on the 5GL functions"*, clarified Christian Dorisse.

WEBDEV is prescribed in pharmacies
SoluPharm's WEB module, developed in WEBDEV, lets the pharmacist enter all orders and have access to historical data.

"Same language and same richness of features as WINDEV, for a similar gain in productivity", clarified Christian Dorisse quite rightly.