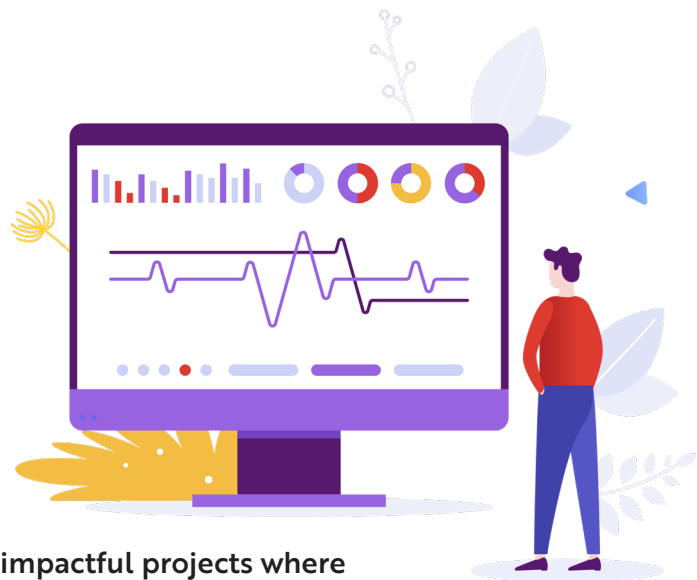


## CASE STUDY

# PHARMACEUTICAL QUALITY SYSTEM



We embrace customers who challenge us with globally impactful projects where our amazing engineers can shine. This client story pushed our teams' abilities with exceptionally complex challenges. Red Argyle rose to the occasion and exceeded expectations, and the client walked away transformed.

## CHALLENGE

The client is a global pharmaceutical company that needed an experienced and skilled Salesforce partner to create a unified and scalable quality management system across 10 teams charged with getting medicines to market. From the first claim that a molecule had therapeutic benefit, through its global marketing, the client teams and vendor partners relied on Salesforce as an essential solution to track the work.

Although its Salesforce footprint is large, each team – stationed worldwide – had a different way of managing oversight. All teams, with one exception, performed this work manually on paper. The inconsistency created a potential for confusion, duplicative work, and inefficiency.

## SOLUTION

The pharma company was referred to Red Argyle because of our proven success in the enterprise space and navigating unique challenges at scale. The project was one of our most complex undertakings to date and included:

1. Initial discovery, architecture, and prototype
2. Building of the first production version, plus feature enhancements and development
3. Project clean-up, deep documentation, and hand-off to the client team for in-house management
4. Industry compliance validation of the solution
5. Assistance with scaling and additional team onboards

Salesforce scalability was the top priority – and a top challenge. Each client team was very different and performed the same tasks and processes differently. Below are the highlights of how we approached, planned, and executed the work to meet the client's goals.

- ◆ With Salesforce, we can move fast. We rapidly prototyped, showed the client our progress, got feedback, and adjusted quickly.
- ◆ The project was delivered using the Agile methodology and ceremonies throughout its lifecycle. This created a collaborative relationship with rapid feedback, backlog grooming, demos, and agreement on features.
- ◆ Created many screen flows to enhance the users' experience and make work faster; for example, automatic field population.
- ◆ Integrated MuleSoft with seven other apps.
- ◆ A large amount of security customization enabled permissions for specific employees on specific teams. Each record had a team of people that only had access to specific records.
- ◆ We defined and documented major classes of features and named them, along with their sub features. The client can continue building on each feature and adding to it.
- ◆ This was a validated solution, which meant our work had to be rigorously tested and extremely secure in order to be approved for launch.

# RESULTS

With the customizable and flexible Salesforce platform, we delivered the functionality that enabled each group to manage their quality processes in a unified way globally. The development of the features allowed for flexibility between groups but kept the result the same.



## Thorough Preparation. Exceptional Results

Our team went into the project well prepared; this included prep meetings, consuming documentation, and researching known challenges. Discovery was delivered quickly with a total time from the sales process to completed discovery of about two months. We leveraged the discovery outputs to inform the rest of the project. Our subject matter expertise served the project well and enabled a successful knowledge transfer at the end of the engagement.



## Orchestrating Tasks

One of the biggest benefits of Salesforce is its ability to unify teams and data. Our team ensured Salesforce was configured to help people do the right work at the right time, creating a master schedule that managers can follow. They know which paperwork to submit by which deadline, how to schedule on-site meetings, and they quickly understand who's on or off plan. No more calendar wrangling!



## Fast Turnaround

Projects of this size and scope typically take up to four years to complete, and some never get off the ground because they are obsolete by the time they finally launch. Our team completed this project in 18 months - beating the historic project length by 266%.



## Safety and Compliance Reporting

By building a Salesforce platform consistent across teams and meets their specific needs, the pharma teams have saved an immense amount of time on reporting.

- Handwritten, 20-page documents are now created instantly and automatically. Paperwork writes itself based on the data populated in the system.
- All tasks show up in the logs in the correct format for easy compliance reporting and information sharing.



## Visibility and Vendor Management

Before this project, the client's employees had a hard time viewing work across different projects and stages - as well as their suppliers' work. Now, they have a global solution that gives them visibility across groups and medicines; they can easily monitor vendors involved in research and marketing.



## Training Diverse Teams Around the Globe

Although we were hired to create a Salesforce solution, a significant part of our work was supporting the client's development team and training them on the Red Argyle solution. After the build and launch phase, Red Argyle collaborated with the client's in-house and off-shore third-party resources, who assumed ownership and maintenance of the solution, completing the project lifecycle.

With an immense amount of documentation and teamwork, we led the planning, onboarding, and training of the client teams across time zones, language barriers, and competencies. Our collaboration and support during this transition ensures the project will continue to be successful for many years to come and the client investment will pay large dividends.



## A Validated Solution

In the highly regulated world of healthcare, the Salesforce tool had to go through validation. The Red Argyle team defined and ensured compliance with regards to documentation, testing procedures and risk assessment.