

Lead to Cash with Conga CPQ and CLM Implementation

A Major Biopharmaceutical Company Overhauls Their Lead-to-Cash Implementation in Just Six Months



Gilead Sciences

Gilead Sciences, Inc. is a biopharmaceutical company. The Company is advancing medicines to prevent and treat life-threatening diseases, including human immunodeficiency virus (HIV), viral hepatitis, and cancer. The Company offers products in HIV, Oncology, Liver Disease, Vekulaery, and Others. Under HIV, it offers Biktarvy, Complera/Eviplera, Genvoya, Odefsey, Stribild, and Truvada. Its Veklury (remdesivir) is a nucleotide analog RNA polymerase inhibitor indicated for treating coronavirus disease 2019 (COVID-19). Under oncology, it offers cell therapy containing Tecartus and Yescarta. This Liver Disease consists of Chronic hepatitis C virus (HCV) (Ledipasvir/Sofosbuvir and Sofosbuvir/Velpatasvir) and Chronic hepatitis B virus (HBV) / hepatitis delta virus (HDV) (Vemlidy and Viread). The Company's other products include AmBisome and Letairis. It also operates a portfolio of small molecule inhibitors targeting PARP1 for oncology and MK2 for inflammatory diseases.

Background

Anyone working in the healthcare industry could tell you that an out-of-the-box CPQ or CLM implementation just won't cut it. These are powerful tools with a lot of functionality, but they often need special care to get them running in extremely complex pricing and contracting scenarios. This was the obstacle facing a leading biopharmaceutical research and drug manufacturer in the summer of 2019.

The company was no stranger to digital systems. They already had a working Salesforce implementation and licenses for Conga CPQ and CLM, but they were struggling to implement and integrate the three. Being a leading researcher in infectious disease meant a lot of their contracts were with U.S. government agencies like Medicare and the FDA, which have very specific restrictions on spending and pricing. Their Conga CPQ and CLM had to share vital information with each other in real time, while also being accessible through the Salesforce interface. All of these tools could work together; the company just needed a little help introducing them.

Client Goals

- Configure their CPQ implementation to work with multiple departments' needs
- Implement a flexible CLM system to accommodate various workflows
- Provide unified support to departments working with federal, state, and private insurance agencies
- Fully integrate Conga CPQ and CLM with Salesforce Sales Cloud

CommerceCX Comes Onboard

The CommerceCX team knew coming in that this would be primarily a configuration and customization project; the company's Conga and Salesforce implementations already had most of the necessary functionality out of the box, they just needed a little help unpacking. CCX experts worked with the company's team to develop a three-phase timeline that would implement a unified system flexible enough to accommodate the complex needs of various departments. The resulting system:

- Fully implemented their Conga CPQ license, configuring product and pricing data for departments working with federal, state, and private insurance agencies.
- Added custom features specific to their business process, letting users create opportunities and quotes across multiple accounts at once.
- Leveraged out-of-the-box features like redlining, X-Author integration, and document templates to accelerate contract and quote creation.
- Implemented a secure system for offline review, letting users export copies, send to customers, and re-upload to the same record.
- Configured security model and permissions to give users without a Sales Cloud license access to vital product and opportunity information.

Results

- A completed end-to-end CPQ and CLM implementation in six months.
- Automated 90% of approval workflow.
- Improved pricing and contract data security

