



Global Pharmaceutical Manufacturer

Industry: Life Sciences & Pharma · Salesforce Products: Sales Cloud, Data Cloud, Agentforce

A multinational pharmaceutical company with 1,200+ field reps across 14 countries needed to unify fragmented sales, medical, and compliance systems onto a single Salesforce platform.

CHALLENGE

Reps worked across five disconnected legacy tools, resulting in duplicated HCP records, inconsistent call reporting, and 6-week onboarding cycles. Compliance teams could not trace sample distribution end-to-end, and leadership lacked real-time visibility into rep performance across regions.

SOLUTION

Glumes delivered a phased Sales Cloud implementation with a custom HCP 360 built on Data Cloud, unifying data from Veeva, ERP, and regional CRMs. We deployed an Agentforce assistant for reps to log calls via voice, auto-summarize meetings, and surface next-best-action recommendations. Territory management, sample compliance workflows, and regulatory audit trails were rebuilt natively in Salesforce.

RESULTS

40%

Faster rep onboarding (6 wks -> 3.5 wks)

2.3x

Increase in logged HCP interactions

\$1.8M

Annual savings from retired legacy tools