

## Business-to-Business Rep Ordering System

*Developed for a Pharmaceutical Client*

### Situation:

Large BioTech firm had an outdated web site for sales rep marketing materials. The sales staff was frustrated with the flow of the site and the lack of features. Products were hard to find and orders were tedious to enter.

Additional challenge: Allow for ongoing changes to site without high programming costs.



### Marketing & Stakeholder Involvement:

“Name the system” & logo contest.

Sales rep from each region included on the stakeholder team.

Set up a booth at the National Sales Meeting with system demonstrations, flyers, and T-shirts.

Hard-to-please users included on testing team.

### Goals:

- Simplify web site design
- Allow for user-based modifications to site
- Make it a public site (do not require Intranet/VPN access)
- Organize over 1,000 products so they are easily found
- Establish permission-based access to brands and products
- Initiate monthly budgeted maximums per user, per product
- Upload JPEG and PDF images to each product
- Require administrative approval for certain orders
- Allow quick and easy reorder of past orders
- Provide for entry by SKU

### Results:

- Data-driven web site
- Permission-based product access
- Order approval process
- Administrative access
- Open-source infrastructure
- Replaced internal site for downloading documents
- Create templates for reordering products

### User Feedback During First Week:

**VP of Operations** says “it's schweet!”

#### **VP of Marketing:**

Great job to you and your team for taking this all the way thru to execution!!! Outstanding work.

#### **First user feedback:**

I am up and running!!!! Everything worked just fine—thanks

#### **Internal client memo on project:**

Congrats to the entire Inventory Management Team—please convey our appreciation to the Sheeran folks, too. We will celebrate appropriately upon the return of our onsite team member, although I can't officially promise anything stronger than lemonade....:-)

### Quick Stats:

- 400+ initial users
- 20,000+ orders processed through web site in the first year

Live operator support used first week, transitioned to email support thereafter.