



Microsoft Partner
Silver Application Development

TILDA TECHNOLOGIES - CASE STUDY

CLIENT: ASPEN PHARMACARE



Aspen is a leading pharmaceutical manufacturer in the southern hemisphere and Africa's largest pharmaceutical company. The Group distributes products in more than 150 countries across the world as well as infant nutritional and consumer healthcare products in selected territories.

THE CHALLENGE

Aspen complies with the SA Code of Marketing Practice, also referred to as "the Code", as set out by the Marketing Code Authority.

A paper-based system was being used by the business to ensure compliance with "the Code" however, this system had a number of limitations.

THE SOLUTION

Tilda Technologies developed and implemented a cloud-based mobile software application that Aspen titled 'Rep Assist' to fulfil the following requirements:

Challenge:

- To improve on lead times for approval of meetings, sponsorships, donations and grants, which were delayed by the manual process of moving paper around the organisation, was resolved by:

Solution:

- Email notifications being sent to all relevant parties when they are required (i.e. approver receives email, with links to a specific meeting, as soon as their approval is required).
- The ability to track meetings and sponsorships every step of the way.

Challenge:

- To keep track of all paperwork, resolved by:

Solution:

- Using a central database that is maintained and regularly backed up, tracking all information, so that any required data is readily available at any stage.

Status	Approver	Designation	Submit Date	Action Date	Time Taken	Comments
Below are all concept approvals						
Concept Approved	[Name]	Regional Sales Manager	3/17/2015 7:47:56 PM	3/18/2015 7:20:04 PM	23h 32m	
Concept Approved	[Name]	National Sales Manager	3/18/2015 7:20:04 PM	3/19/2015 10:35:32 PM	1d 3h 15m	
Concept Approved	[Name]	Commercial Manager	3/19/2015 10:35:32 PM	3/24/2015 8:32:01 AM	4d 9h 56m	
Concept Approved	[Name]	Company Code Compliance Officer	3/24/2015 8:32:01 AM	3/24/2015 8:41:31 AM	9m	
Below are all final approvals						
Approved	Aspen CCCO	Company Code Compliance Officer	3/24/2015 8:50:11 AM	3/24/2015 8:50:53 AM	1m	

Challenge:

- To ensure immediate visibility of all interactions with Healthcare Professionals (HCP's):

Solution:

- A record of all interactions with HCP's are stored in the database for easy retrieval and stored CV's are easily accessible when required for new meetings and sponsorships.

Challenge:

- To be able to fast track important or urgent requests when required, where previously manual intervention delayed the process, resolved by:

Solution:

- Built-in email reminder system to notify approvers of requests awaiting their approval if no action was taken in the allotted time.

Challenge:

- To ensure all meetings comply with "the Code", resolved by:

Solution:

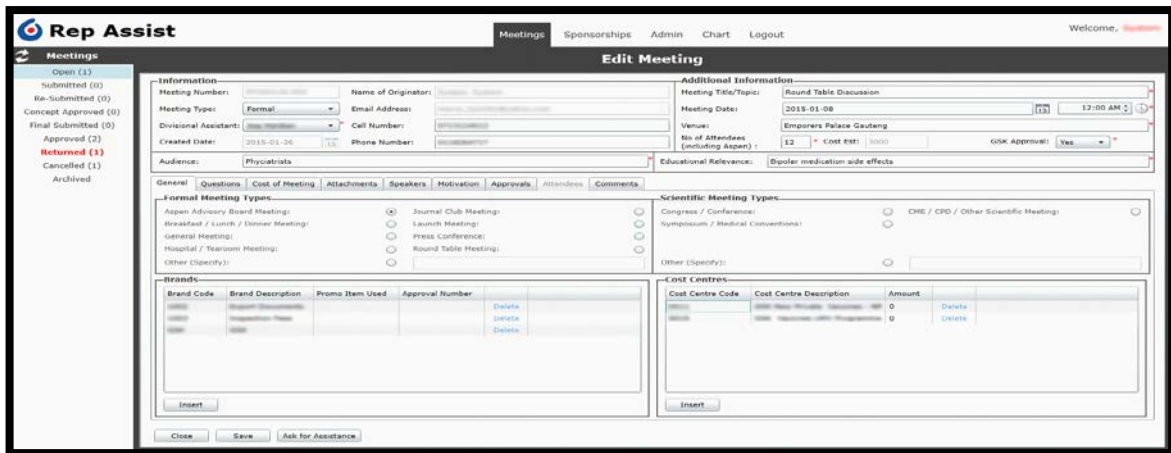
- Using input validation as per standard operating procedures (SOP's) and a very logical flow, all meetings and sponsorships are forced to comply with "the Code".

Challenge:

- Originators might not always have the necessary tools and resources to complete a meeting or sponsorship, resolved by:

Solution:

- Originators can ask for assistance using the new system to get the data they need. The assigned assistant may source and provide the information or resources required to ensure timeous business approval.



THE TEAM

The talented team assigned to develop this solution was led by Tilda Technologies Software Development Manager, Pleasure Skosana and was made up of Henry Visser and Marco Luizinho, both Senior Microsoft Certified Professional Developers.



OUTCOMES

In conclusion, Aspen received 'Rep Assist' an on-the-go app that provides immediate visibility for the company and an easier way to track all meetings and events that comply with the Code, streamlining the marketing code compliance and risk evaluation as well as significantly speeding up the approval process.

CLIENT TESTIMONIALS

Irene Badenhorst, the Company Code Compliance Officer for Aspen Pharmacare in South Africa said, 'Previously, our record keeping process was a slow paper-driven system that had no immediate visibility for the company. Now, with Rep Assist, it makes it easier to track all meetings and events that are submitted for review under the marketing code for compliance and risk evaluation, which speeds up our approval process significantly.'



Arno Gildenhuys, the Business Unit Head of the Pharma Detail Division for Aspen Pharmacare in South Africa stated, "The system has improved the process tremendously in terms of 'Tracking' (seeing where the requests are in the process), 'Monitoring' (ensuring correct processes are followed) and improving 'Turnaround' (much quicker to get a request through the system)".

Photo