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Matthieu Durand  
Enterprise Architect  
Pierre Fabre

Fujitsu RunMyProcess has enabled Pierre Fabre to transform its marketing operations by quickly creating new applications that exactly fit the organization's needs.

#### At a glance

Country: France

Industry: Pharmaceutical and Dermo-Cosmetics

Founded: 1961

Employees: 10,000

Website: [www.pierre-fabre.com](http://www.pierre-fabre.com)

#### Challenge

Pierre Fabre needs to deliver consistent global marketing campaigns to promote its cosmetic brands and engage health professionals around the world. But this is a complex process due to the number of countries, people and requirements involved - and attempting to manage this complexity with basic tools was creating delays, inefficiencies and risks.

#### Solution

The company wanted to digitize its indirect marketing operations to gain better control over its processes; it chose to partner with RunMyProcess, creating a set of secure online applications to handle key indirect marketing and logistics tasks on a consistent global basis.

#### Benefit

- Digitized and automated a range of indirect marketing processes - starting with merchandizing demand management - to create greater consistency, improve collaboration and increase visibility
- Greater productivity, efficiency and responsiveness through automation
- Faster time to value using a secure, cloud-based approach which enabled the new applications to be designed and built within a few weeks

## Customer

Headquartered in Castres, France, Pierre Fabre is the country's second independent pharmaceutical group with revenues of over €2bn and over 10,000 worldwide employees. It has branches in 44 countries and a presence in 130. The company covers all aspects of healthcare, from prescription drugs and over-the-counter products to dermo-cosmetics. In 2013, Pierre Fabre allocated more than 17 percent of its drug revenues to R&D, focusing on three main areas: oncology, dermatology and neuropsychiatry.

## Products and services

■ Fujitsu RunMyProcess

## Challenge

Pierre Fabre needs robust marketing processes to bring its products to the attention of consumers and health professionals around the world. But delivering marketing operations consistently and efficiently across its wide range of operating countries is a huge challenge – one which Pierre Fabre was finding time-consuming, costly and complicated with its existing practices.

"Pierre Fabre has to manage a range of indirect marketing tasks such as promotional merchandise or hospitality. This information was consolidated via email and Excel with no agreed processes," says Matthieu Durand, Enterprise Architect, Pierre Fabre. "This made it very difficult to manage processes and get accurate information in a timely manner."

Pierre Fabre issued an RFP to find the right partner to work with them in addressing these issues. Its most important criteria were speed of implementation, cost and functionality. After evaluating a number of software companies, it decided that RunMyProcess was the best fit.

"RunMyProcess proved that it had the people and technology to drive the project quickly as well as having a low cost per usage point," adds Durand. "It could also deploy solutions globally via a secure cloud platform, ensuring we could easily reach all 130 territories."

## Solution

RunMyProcess has enabled Pierre Fabre to transform its marketing operations by quickly creating new applications that exactly fit the organization's needs. RunMyProcess's ability to make these solutions globally available at the touch of a button meant that everyone could access them and collaborate irrespective of their location.

By leveraging RunMyProcess's intuitive drag-and-drop design tools and extensive library of connectors for SaaS and other applications, Pierre Fabre was able to quickly create multiple web applications – including integration into their back office ERP infrastructure where necessary - while still being less expensive and more flexible than in-house solutions.

"We have worked with Fujitsu to develop a number of applications that handle product launches and terminations, merchandising and hospitality management among others," says Durand. "There are now 1,200 active users globally - including external partners - who rely on the system to manage critical tasks, all of whom have a consistent user experience and access to the same up to date information."



The RunMyProcess-based applications provide a centralized and consistent method for users to, for example, create or join new campaigns, manage product launches or track hospitality requests – and the status of all processes can be easily monitored to ensure they are performing as expected. Simple online forms replace Microsoft Excel and email while automated digital processes ensure greater consistency, efficiency and compliance with French government regulations.

One specific application which stands out is the reservation management system for the company's internal luxury hotel and restaurant service. This venue is primarily used to host medical professionals for seminars and to showcase new products. In the past, the reservation system was entirely manual, making it difficult to keep precise records – records which the government must have access to. Today requests can be submitted and approved instantly online with a simple way of validating the expense and ensuring compliance.

## Benefit

Pierre Fabre has enjoyed a remarkably rapid return on its investment due to the fast time to market of its new RunMyProcess-based applications. By providing a cost-effective, turnkey platform for digital transformation, RunMyProcess has enabled Pierre Fabre to create more transparent and accurate processes for key business tasks such as campaign management. "When we ask RunMyProcess to create a new application, it will be up and running within a few weeks, which is extraordinary compared to an ERP or CRM deployment," continues Durand. "And yet it fulfills typical process management functions not well covered by traditional transactional or record management systems like an ERP."

Pierre Fabre's journey to digitize its marketing processes to date has resulted in greater collaboration, higher levels of efficiency and control, better visibility of performance and more transparency for auditing and compliance. Together these changes are helping to deliver more consistent and efficient indirect marketing activities around the world, creating a better experience for Pierre Fabre employees across the headquarters and its 44 subsidiaries worldwide.

"From the outset, RunMyProcess has shown a strong commitment to developing the right solutions for us. It is responsive and agile, enabling us to create the best tools together as a collaboration. The RunMyProcess team provide an end-to-end solution and skills across the board, from defining requirements to testing to security and application development," concludes Durand.

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