

## INNOVATIVE SOLUTION FOR A LEADING PHARMACEUTICAL MANUFACTURER

### Innovative Approach Speeds Implementation and Reduces Downtime

As industry-leading CRM consultants, the Tokara Solutions team knows it's not just expertise that gives the company the reputation it enjoys, but genuine commitment to the customer and to delivering the business results the customer needs. The team recently had the opportunity to develop a personalized CRM integration approach for a client in the pharmaceutical industry that highlights the commitment and ingenuity of our engineering and development team, as well as the emphasis placed on developing strong partnerships that continue past project completion.

With a robust Pivotal 6.0 CRM platform already in place, and a recent migration to Microsoft Office 365 suite of software and services, the client wanted to deploy the Email Management Services (EMS) program by Pivotal parent company Aptean. From organizing complex inboxes to developing customized e-mail response campaigns, Pivotal EMS was determined to be a powerful management solution driven by cleaner, more direct communication than alternative software programs could offer.

While integrating disparate technologies such as these is not a new undertaking for the Tokara team, this instance was complicated by a significant and apparently insurmountable challenge —Pivotal EMS and Microsoft Office 365 were not compatible. Although Aptean was reported to be working on a release that would allow integration of the two solutions, the roadmap and timeline for delivery were unclear, making the 'wait and see' option untenable for the pharmaceutical company.

#### CLIENT INDUSTRY

Global Pharmaceutical Manufacturer

#### SOLUTIONS

Pivotal Email Management Services (EMS)

Pivotal 6.0 CRM

Microsoft Office 365 Integration

So with a seemingly unsolvable issue at hand, the client looked to Tokara to provide a short-term solution that would sustain them so they could quickly and seamlessly roll out their EMS program, integrating it into their existing CRM application for maximum added functionality.

Tokara's team of seasoned CRM engineers, led by Director of System Engineering Hector Santos, quickly went to work researching a solution that would allow the required integration. After significant research and testing, Santos selected an open-source, multi-platform third-party application that provides Secure Sockets Layer (SSL) tunneling services. The application was configured to allow SSL connections and tunnels to Office 365 from the Pivotal 6.0 CRM application, allowing the customer to successfully implement EMS.

This innovative solution is now serving as functional stop-gap while back-end development continues on a more permanent integration approach. Perhaps as importantly, it clearly demonstrates that 'no' is not an option for Tokara engineers facing challenges on the client's behalf -- and it is this tangible 'going the extra mile' that has earned Tokara the reputation of being a true partner.

Says Tokara's Hector Santos, *"Developing an innovative and practical solution that could sustain business growth and expanding needs required not only our functional knowledge of CRM, but also a deep understanding of how CRM works for this particular customer,*

*in their specific industry position, for their specific EMS objectives. The key to customer satisfaction, in this case and every case, is personalization through partnership, and thinking outside the box to design an approach that not only maximizes CRM investment, but encourages its use with other, existing software and applications, for a unified solution tailored to each customer, every time."*

While it may not have been the original plan, this temporary solution has enabled the company to move forward, increasing employee productivity, and reducing downtime. The innovative and timely approach has not only saved the customer valuable time and resources, it has also helped them maximize their CRM investment by ensuring their programs work together to achieve their overall business goals.

Says Shawn Grant, President of Tokara Solutions, *"On average, our consultants have about 15 years of CRM experience each, alongside more than 50 successful implementations to their credit. And while this technical capability is a huge part of our success, it's not the only factor. Tokara was founded more than 6 years ago to redefine this landscape and demonstrate a new breed of CRM consultant. We act as partners and trusted advisors to our clients, ensuring they see the business results they need from their technology investments. That is, and will remain, our only measure of success – and stories like this one just underscore how committed we all are to this goal."*

**For details on any of Tokara Solutions' CRM, marketing automation, or business intelligence offerings, please visit [tokarasolutions.com](http://tokarasolutions.com) or contact Mark Fillingim, VP of Business Development, at 972-719-0213.**

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**SOFTWARE CONSULTANTS ARE NOT CREATED EQUAL.** That's why hundreds of clients large and small engage Tokara Solutions to drive tangible business results from their investment in CRM, marketing automation, and business intelligence. We know what it takes to work with companies with high levels of product and business process complexity, and we won't rest until you see the business results you need. The Tokara Solution team is made up of a global network of 'the best of the best' in CRM, marketing automation, and business intelligence consulting. Each of our team members is hand selected to meet exacting standards—before they join us, nearly every consultant has more than 10 years of experience and more than 50 successful implementations to their credit. So whether you're considering an implementation, upgrade, or customization, we are confident we can drive maximum value and the results you need from your software investment. Testimonials, resources, and details on services are available at [tokarasolutions.com](http://tokarasolutions.com).