

## RUN YOUR COMMERCIAL OPERATIONS WITH CONFIDENCE

Leverage a flexible platform built on deep industry expertise to organize customer information, manage your field operations and drive commercial effectiveness.

**Mainsail CRM helps life sciences commercial teams break through the limits of traditional CRM platforms and create a hub for their end-to-end field efforts.** In addition to allowing teams to update customer data, log interactions and create reports, Mainsail CRM can be a team's home for field coaching reports, medical info request management, account planning and much more.

### EMPOWER THE FIELD FORCE

Mainsail CRM is built to meet the needs of busy field teams. Using the web or native mobile app and clean user interface, teams can easily log interactions and do their jobs more efficiently and effectively.

### MAINTAIN DATA INTEGRITY AND COMPLIANCE

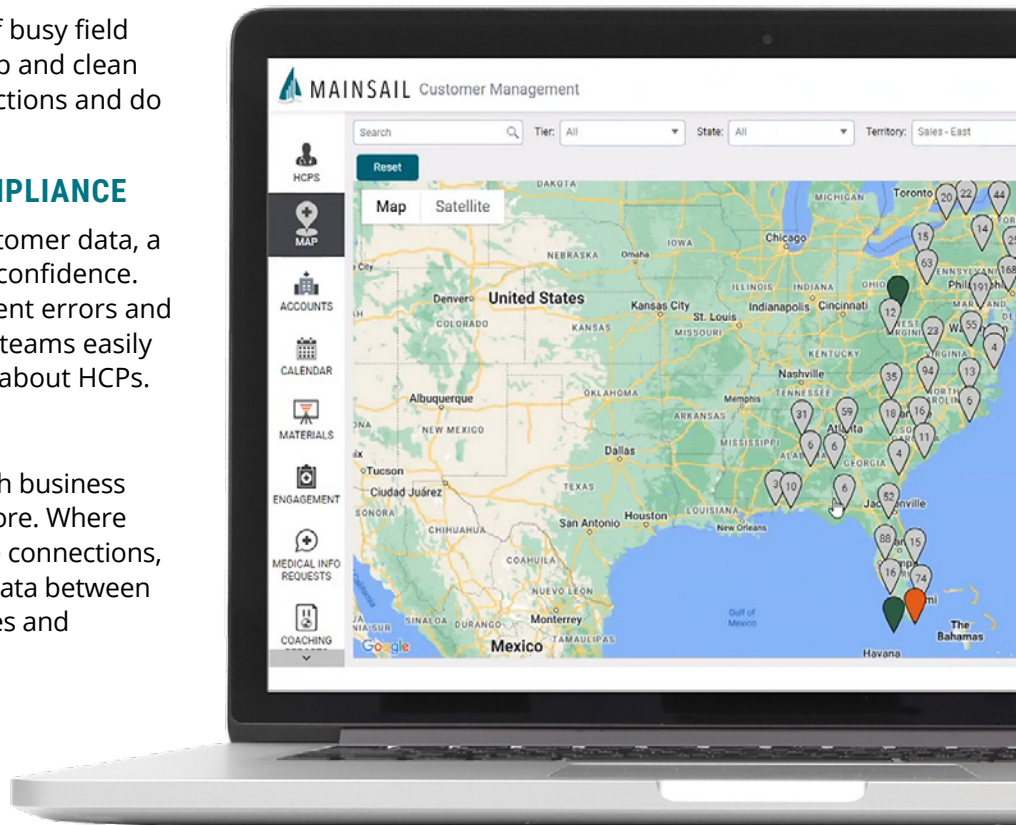
Without accurate and comprehensive customer data, a commercial team will struggle to act with confidence. Mainsail CRM includes validations to prevent errors and a built-in integration with MedPro to help teams easily input complete and accurate information about HCPs.

### INTEGRATE SEAMLESSLY

CRM systems must connect seamlessly with business intelligence tools, data warehouses and more. Where some CRM systems struggle to make these connections, Mainsail CRM smoothly pulls and pushes data between third-party systems, other Mainsail modules and Beghou's ARMADA cloud data warehouse.

### CAPITALIZE ON INDUSTRY EXPERTISE

Beghou built Mainsail CRM to address the unique needs of life sciences companies. Users of Mainsail CRM can leverage this deep domain knowledge during implementation and beyond. Beghou experts implement, configure and optimize the platform alongside customers.









## OVERCOME CRM LIMITATIONS

	COMMON CRM CHALLENGES	MAINSAIL CRM SOLUTIONS
INTEGRATIONS	Clunky integrations with third-party systems	Seamless integration with third-party platforms
ADD-ONS	Pricy add-ons to unlock full platform capabilities	Additional modules and non-CRM functionality available
CONFIGURABILITY	Time consuming and expensive to customize	Configurable to meet user needs
IMPLEMENTATION	Need for third-party implementation teams	Dedicated implementation and configuration support
EASE OF USE	Difficult to tailor user experience	Easy, on-the-go updating of call and customer information



### KEY FEATURES

-  Ensure appropriate separation between sales and medical
-  Input comprehensive, accurate HCP information with MedPro integration
-  Prevent bad data with validations
-  Offline call logging with mobile app
-  Send pre-approved emails to HCPs
-  Maintain HIPAA compliance when handling patient data

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## CASE STUDY

### THE CHALLENGE:

A specialty therapeutics company was struggling to realize value from its out-of-the-box CRM system. The sales team could enter calls but couldn't view its call activity alongside prescription data, sales data and field coaching reports. Further, the company had to do its reporting outside the CRM system given the system's limitations. The company needed its CRM system to serve as a field sales portal. But its current solution was falling short.

### THE SOLUTION:

The company needed a comprehensive CRM system that could integrate its sales and call data and provide a comprehensive view of customers that included call activity, prescription data, affiliation information and more. After cleaning and organizing the company's data so that it had up-to-date and accurate customer data, the Beghou team customized the platform to create a powerful field sales hub that included validations to prevent bad data from entering the system, interactive maps, field coaching reports and more.

### THE FUTURE:

Sales reps and commercial leaders immediately embraced the platform, leveraging it to improve their understanding of customers and commercial performance across territories. Ongoing data management ensures this company maintains a clean, updated database of customer and sales information. And the ability to add new features and modules to Mainsail CRM ensures it will continue to meet this company's evolving customer management needs as it grows.

