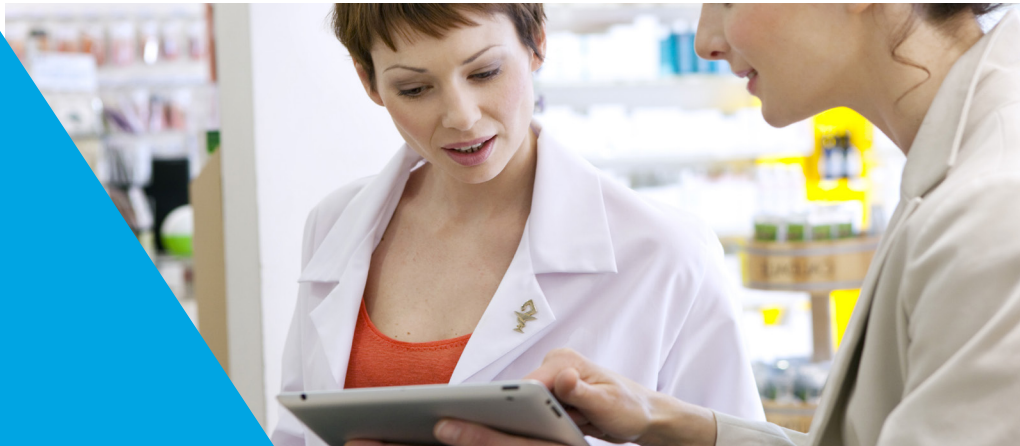


# Case Study: Pharmaceutical Sales

Infragistics brings SharePoint to the iPad and gives pharma sales team a leading edge over the competition

SharePlus is three times more popular than Skype or Facebook within this pharmaceutical company's sales force.



## The Challenge

In the fast-paced world of pharmaceutical sales, representatives only have moments to capture their target physician's attention. When one large pharmaceutical company made the decision to eliminate laptops for their sales team and replace them with iPads, they capitalized on the tablet's ability to instantly power on. Not only did they eliminate any time wasted during those critical few minutes with their audience, the iPads provided visually appealing support, demonstrating new and innovative breakthroughs in medicine right at their practitioner's fingertips. There was one gap, however. The 10,000 individuals using iPads to carry out the company's mission needed the ability to pull the latest documentation and collateral material out of SharePoint, and the native SharePoint experience on the iPad browser was not optimal for retrieving information on the fly. With users trying to find alternative methods of retrieving their data, management became concerned with the compliance and security issues to be tackled. In order to realize the benefits of their mobile strategy, a SharePoint app was needed.

## The Solution

The company chose SharePlus to meet the needs of the team. The app was selected because it could deliver the latest results of clinical trials and product information with speed, and synchronize documents edited while offline back to SharePoint once reconnected without being prompted by the user. SharePlus also solved the security concerns they faced: features such as passcode lock and remote wipe ensured that their business intelligence stayed in their own hands, helping them maintain their competitive advantage.

## The Client's Benefit

SharePlus was deployed to 180 sites in 100 countries. Thorough planning and testing allowed for a universal bug-free deployment to users in Europe, the Americas, Africa, and Asia. It is the most widely used application on the iPad, enjoying three times as much popularity as Skype or Facebook by the company's sales force. The company's executives have shared that they find the application instrumental in helping them analyze and evaluate strategy while at board meetings and conferences.



Learn more about the services we provide in the Pharmaceutical sector:

<http://d3.infragistics.com/ourwork/projects/>

Contact Us: [sales@infragistics.com](mailto:sales@infragistics.com)



## About Infragistics

A worldwide leader in User Experience and User Interface, more than a million developers trust Infragistics for enterprise-ready toolsets for Web, desktop and mobile applications. The company also provides design tools for rapid, interactive prototyping. Fortune 500 companies increasingly rely on Infragistics apps, including SharePlus, the universal mobile interface for SharePoint, and ReportPlus, the first self-service dashboard and reporting app, to enhance productivity of business users on the go. Along with leading-edge software, Infragistics offers expert user experience services and support. Visit us online at [www.infragistics.com](http://www.infragistics.com) and follow us on Twitter, Facebook, LinkedIn and Youtube.