
Country SPAIN



Adamed Spain, part of the Adamed Group, is a leading pharmaceutical and biotechnology company specializing in psychiatry, neurology, cardio-metabolic, and oncology.

With over 30 years of innovation and a presence in 70 countries, Adamed has a global portfolio of 500 products and a strong focus on research, backed by 350 million euros invested in R&D.

BUSINESS CHALLENGE

Adamed Spain sought a robust CRM solution capable of supporting over 100 users, seamlessly integrating with the IQVIA OneKey database and sales data, while addressing the specific requirements of Spain's pharmaceutical industry. The solution needed to enhance operational efficiency, ensure regulatory compliance, and align with the unique dynamics of the local market.



SOLUTION

Proxima Cloud CRM delivered a customized platform for seamless integration and adaptability to the business needs of the client with full data transfer.

Key features included:

- Full Spanish-language CRM system for adoption.
- Integration with OneKey (IQVIA's database) for efficient territory management and decision-making.
- Tools to streamline workflows and enhance HCP engagement.

RESULTS

- **118 Active Users:** Demonstrating widespread adoption and effectiveness.
- **3 Years of Continuous Use:** Highlighting its reliability and value for Adamed Spain.
- **Improved Efficiency:** Simplified operations and boosted user satisfaction.
- **Seamless Integration:** Optimized data management and strategic planning.

Proxima Cloud CRM has proven to be a trusted partner, enabling **Adamed Spain** to navigate market-specific challenges while driving efficiency and growth.

