

Client Overview

Alpha, formerly Olainfarm, is a leading pharmaceutical company with a strong presence in 12 countries. Established in 1965 in Latvia, Alpha specializes in producing high-quality medications for neurological disorders, cardiovascular health, antibacterial treatments, and antiviral therapies. The company actively supports healthcare professionals and patients through educational programs and innovative pharmaceutical solutions.

Challenge

Alpha required a **cross-platform CRM solution** with an integrated **CLM module** and a centralized management system to facilitate cross-country analytics across 12 markets. The company needed a system capable of optimizing sales operations, improving HCP engagement, and providing seamless data integration while ensuring compliance with regulatory standards.

Solution

Proxima Cloud CRM was deployed as a **comprehensive ecosystem** tailored to Alpha's requirements, enhancing **sales force effectiveness** and **omnichannel engagement**. The solution included:



- **Proxima Cloud CRM** – A robust CRM system for managing field force operations.
- **Axioma** – A syndicated HCPs/HCOs database for accurate targeting.
- **Proxima OCM** – A multi-channel communication platform enabling remote engagement with HCPs.
- **GeoForce** – A territory management and sales optimization tool for the field force.
- **Proxima PAS** – A strategic sales planning and allocation solution for performance tracking.

Results

The successful implementation of Proxima Cloud CRM + CLM + Axioma led to increased efficiency and data-driven decision-making across Alpha's 12 markets. Following the CRM integration, the company expanded its digital transformation by adopting:

- **Proxima OCM** for remote HCP engagement.
- **GeoForce** to optimize territory management and sales performance.
- **Proxima PAS** to enhance sales planning and resource allocation.

This strategic collaboration has strengthened Alpha's commercial operations, ensuring a seamless and scalable approach to pharmaceutical sales management.

