

Grindex, a leading pharmaceutical manufacturer in the Baltic states operating since 1946, focuses its activities on the following areas:

- development, production, and sale of original pharmaceutical products
- production of generics and active pharmaceutical ingredients
- pharmacovigilance – timely identification and prevention of adverse effects of medications

DEPLOYED PRODUCTS



Proxima CRM
Cloud



Axioma

Step-by-step successful deployment as a window to global opportunities

This case study represents the successful deployment process of **Proxima CRM** system and syndicated HCO's/HCP's **Axioma** Database by a multi-national pharmaceutical **Grindex Group** whose products are sold in more than 90 countries globally.

As the company was actively expanding its operation space in the European Union countries, it needed a reliable worldwide data & technology partner.

Successful implementation cases in several countries lead to a global tender and multi-country project.

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- **Proxima CRM** - a flexible, omnichannel, and multilingual assistant for pharmaceutical sales
 - **Axioma** - syndicated database of doctors, pharmacists, and healthcare facilities



CRM/Database deployment sequence

- CRM system and **Axioma** Database from **Proxima Research** implemented in **Grindex** Kazakhstan after a successful pilot
- **Proxima CRM** contract signed with **Grindex Group HQ** in Latvia

Global company tender followed by:

- **Proxima CRM** implementation in 12 European countries
- **Axioma** database usage in 5 European countries



Seamless integration

Both **Proxima CRM** and the **Axioma** Database have been seamlessly integrated with other company services, regardless of the country and representative office size



Agility

While expanding our presence overseas, we pay a special attention to maintaining an optimal price/quality ratio as well as prompt implementation and support



Healthcare expertise

Our wide portfolio of innovative products and services is customized for healthcare sector, empowered by 20+ years of expertise and 40+ countries

