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Creation of a Physicians CRM Platform and Extranet.

Situation

The client wanted to migrate their network of physician and other experts to a new extranet based system. The goal of the system would be to provide a common user and architecture platform for all extranet-based solutions supporting their physicians and board of experts. It is this group that provides critical feedback on their products and services as well as research assistance in the discovery and delivery of new products. The ultimate model was a self-service extranet framework that could be adopted across the variety of product groups within the company to service these audiences.

To be effective this system would need to be developed using an integration architecture and strategy. The solution would require developing a consistent architecture framework and then utilizing this framework to manage the development activities of multiple vendors.

The client's initial effort utilized both Oracle and IBM Websphere and looked to these platforms as the foundation for any new architecture. Several vendors had started developing new applications prior to the integration architecture or strategy – a key challenge would be to bring these into compliance.

Solution

Enable Consulting, LLC. was engaged to develop the architecture and create a program office responsible for managing the delivery of vendors' projects in compliance with this architecture. Our SCOPE™ planning model was employed to quickly gather customer requirements and develop the architecture and plan. The SCOPE™ planning model blends facilitation techniques with mind-mapping or outlining software to produce a result that involves the project team from the start. The result of the planning model was a detailed CRM platform architecture (including technologies and integration points), a prioritized work slate (factoring in current vendor activities and bringing them into a compliant framework) and the establishment of a program management office through which all vendors would report.

Upon completion of the SCOPE™ session, Enable was engaged to manage the program office and key vendor relationships streamlining this process for the client and ensuring budget and deliverables are consistent.

Benefits

- A common architectural framework was adopted
- Vendor management was streamlined
- Budgets were maintained

For More Information

Contact the Enable Consulting, LLC. at 215.540.9655,
e-mail info@enableconsulting.com or visit our website www.enableconsulting.com

Solution Overview

Customer Profile

A global pharmaceutical organization.

Business Situation

Creation of an enterprise CRM architecture and outsourced model.

Solution

Develop an architecture framework, create and operate a program management office.

Benefits

- Common architecture
- Streamlined management
- Cost containment

Software and Services

- J2EE
- Oracle
- IBM Websphere

Key Activities

- SCOPE™-based process to launch the project
- Program management and establishment of a project office
- Technical architecture to create CRM platform