

Nokia 9210 Communicator for sales force



AstraZeneca, one of the world's leading pharmaceutical companies, not only innovates with new and effective medicines, but also by adopting the Nokia 9210 Communicator as a powerful business tool, increasing efficiency and productivity.

AstraZeneca, headquartered in London, UK, is a pharmaceutical company with 54 000 employees worldwide. They provide innovative, effective medicines designed to fight disease in a wide variety of medical needs: cancer, cardiovascular, central nervous system, gastrointestinal, infection, pain control and respiratory. They focus on responding quickly and effectively to changing business needs.

Flexibility to the business

As the second biggest pharmaceutical company in Finland, AstraZeneca is committed to close customer relationships and a responsible approach to

business. To increase sales force productivity, AstraZeneca started to look for a solution that provides easy online access to customer related information when needed. Prior to adopting the Nokia 9210 Communicator, the sales force needed to input vital information into the company's Customer Relationship Management (CRM) system after several customer visits in health centers during the day. AstraZeneca considered using laptops and Personal Digital Assistant (PDA) devices. However, the sales force wanted a real mobile device with a keyboard and large display to use the CRM system easily and which did not require synchronization after the working day.

Equipped with the Nokia 9210 Communicator, AstraZeneca's sales force can easily access customer related information. It allows them to utilize the company's CRM system even while on the road. The Nokia 9210 Communicator is based on the Symbian platform and provides opportunities for 3rd party developed applications that can run on the device. AstraZeneca utilizes a WAP-based extension of the CRM system where the operator provides the WAP gateway service for the company.

Obvious business benefits

"The success in the pharmaceutical business is based on personal selling. Thanks to the Nokia 9210 Communicator,





About Nokia

Nokia is the world leader in mobile communications. Backed by its experience, innovation, user-friendliness and secure solutions, the company has become the leading supplier of mobile phones and a leading supplier of mobile, fixed broadband and IP networks. By adding mobility to the Internet Nokia creates new opportunities for companies and further enriches the daily lives of people. Nokia is a broadly held company with listings on six major exchanges.

About AstraZeneca

AstraZeneca is one of the world's leading pharmaceutical companies. Backed by a strong research base and extensive manufacturing and commercial skills, the company provides a powerful range of innovative products for important areas of healthcare. It sells in over 100 countries, manufactures in 20, has major research centres in 5 and employs some 54,000 people worldwide. The company spends over \$10 million (£7 million, SEK104 million) each working day to maintain a flow of new medicines that meet patients' needs worldwide. Sales in 2001 totalled \$16.5 billion (£11.4 billion, SEK173.7 billion) with an operating profit of \$4.2 billion (£2.9 billion, SEK43.8 billion).

our sales force efficiency has increased as they have time to visit more customers", says Jouni Kock, Knowledge Management & IT Manager in AstraZeneca, Finland. "Also the data quality entered into the company's CRM system has improved as sales representatives can enter the data immediately after a customer visit and not later in the evening. Our sales team is very satisfied when they can make the most of their time between visits." Not only is the Nokia 9210 a mobile phone, it also has a full QWERTY keyboard and a large color screen, which make it easy to handle customer information. The sales force also benefit from the mobile e-mail, contacts and calendar in the same small package.

The Nokia 9210 Communicator is a total mobile business communicator, which combines mobile phone and Internet, communication by e-mail, SMS and fax, office applications and functions such as calendar, notes and contacts into one unit. It allows you to constantly be in touch with colleagues, suppliers and customers.



AstraZeneca 

www.astrazeneca.com

NOKIA
CONNECTING PEOPLE

www.nokia.com