



#### COMPANY

Accium BioSciences  
www.acciumbio.com

#### VERTICAL INDUSTRY

Contract Research Services for the  
Pharmaceutical, Biotech and Medical  
Devices Industry

#### SEGMENT

Small Business

#### COUNTRY/REGION

United States

#### SOFTWARE AND SERVICES

Microsoft Dynamics CRM Live  
Microsoft Office 2003  
Microsoft Exchange Server 2003 (Hosted)  
Windows XP and Windows Vista

#### MICROSOFT PARTNER

Workopia, Inc.  
www.workopia.com

## Accium BioSciences Finds Perfect Formula to Increase Customer Satisfaction and Reduce Time to Market with Microsoft Dynamics CRM Live

### SITUATION

It takes about 12 years and \$1 billion to develop, test, and bring a new drug to market. Reducing that time means saving millions for Accium BioSciences' pharmaceutical customers. The company uses its expertise to speed the clinical trials process. But manual processes, such as keeping track of information in spreadsheets and on notes, made reaching prospects and managing a pipeline difficult. "In order for us to be successful in our sales, marketing, and service efforts, we had to go to an integrated system," says Michael Chansler, vice president of business development. "One that would provide a central repository of information on our clients and their projects as well as provide workflows to automate and codify our processes."

### SOLUTION

Chansler had used Salesforce.com but considered it hard to integrate into the office's Microsoft platform. "We ended up choosing Microsoft [Dynamics] CRM [Live] because it replaces manual systems with a way to track and manage prospects," explains Chansler. "So that we not only pursue more profitable opportunities, but close more of them." Initially, the company is using the marketing and sales modules. In Phase I, the sales module has been configured with custom data fields and the ability to track discrete projects for the same customer. In Phase II of the deployment, executives will be able to create reports and service personnel can manage clinical protocol projects with the service module.

### BENEFITS

The process to complete testing of tissue/fluid samples for clinical trials is complex and requires intricate interdepartmental communication. "Previously, we spent a lot of time handing off a project from one department to another," says Chansler. "That was frustrating to our clients who had to explain the situation again, and unnecessarily extended the process. Now, with Microsoft [Dynamics] CRM [Live], the new department can read the project notes for that customer and quickly pick up the ball. That translates into higher customer satisfaction, which in turn boosts our retention rate. It's always easier to keep a customer than it is to acquire a new one."

**"Given the complexity and detail of our business, it would not be possible to meet our growth objectives without a tool like Microsoft Dynamics CRM [Live]."**

Michael Chansler, Vice President of Business Development, Accium BioSciences

