

APOTHEKE

# Rotpunkt- Pharma

«isolutions has correctly identified the challenges we were facing. Our needs were addressed and in each case a solution was presented that significantly increased the quality of our work and the productivity of our teams. The cooperation with isolutions is uncomplicated, at eye level and solution-oriented. With the successful implementation of the first phase of our CRM, together we have laid the foundation for further projects.»

Milena Bosco, Project Manager Digitalization

Rotpunkt-Pharma AG, founded in 2001, is a service center for independent and owner-managed pharmacies. At almost 110 locations in German-speaking Switzerland, around 1,600 pharmacists, pharmaceutical assistants and druggists advise their customers on the subject of health and medicines every day. The specialists at Rotpunkt-Pharma AG support the Rotpunkt pharmacies in areas such as marketing, training and purchasing, so that they can focus on their core business and offer the best possible advice.

To reduce the effort and Excel-based documents, Rotpunkt-Pharma has opted for a digital solution. By means of Microsoft D365, the efficiency of work processes has increased by 20% and employee satisfaction is visibly higher thanks to digital processes.

## Initial situation

Rotpunkt-Pharma offers its members three central services: Training, Marketing, and Purchasing. These activities were previously mainly Excel-based, which led to high costs, sources of error and inefficiencies. Due to the growth in members and the development of further services, the quantity structure increased steadily and at the same time the administrative effort. Therefore, Rotpunkt-Pharma decided to redefine and partially automate the processes using innovative software tools.

The introduction of new apps based on Microsoft D365 has led to a massive increase in employee satisfaction. More efficient processes and adequate technology support improve workflows and the employee experience, which goes hand in hand with higher customer satisfaction.

## Solution

With the introduction of D365, standard processes can be automated and data quality improved. The change also enables work processes to be redefined, so that workflows can be designed more efficiently and lived in a new way. This helps Rotpunkt-Pharma, particularly in the areas of marketing, sales force, training and purchasing. For example, the processes for monthly promotions can be handled more efficiently and the entry of duplicate data records can be avoided. Furthermore, data is now stored centrally and made available throughout the company - regardless of time, location and device. Documents are available regardless of location and can be edited jointly. This makes collaboration more efficient and of higher quality. As a result, inquiries, orders and general information about the member can be recorded and processed centrally. This information is also available to the field staff on site at the same time. For the realization of this project, isolutions created a CRM concept for Rotpunkt-

Pharma, in which the entire project implementation extended step-by-step over three phases. From the beginning, all relevant business areas (marketing, sales force, training, and purchasing) were taken into account and further developed throughout the phases by means of workshops. This approach ensures maximum expandability and enables Rotpunkt to implement further adjustments quickly and cost-effectively in the future.

# Benefits

- All employees can access the central database at any time and from anywhere.
- Collaborative work on documents and master data is facilitated. This promotes efficiency and enables a 360° view of members and industry partners.
- Member and industry data is made available across departments to facilitate and improve the monitoring of market activities.
- The user interface for marketing, training and purchasing processes is easy to use, can be adapted at any time and is geared towards the user.
- Employees appreciate the user-friendliness and the high degree of automation. This variety of automations helps to continuously improve data quality and save time during data entry.
- Integration of Outlook and Teams is now possible.
- Previous project processes are optimized or rebuilt through intensive workshops.

# 20%

increased efficiency in the areas of marketing, training, field service and purchasing

# 36

working days saved per year in the implementation of marketing campaigns

# 43

Excel lists replaced thanks to automation

# Partner profile

#weshapethefuture

Founded in the civil defense cellar by three visionaries from the Bernese Oberland, isolutions has been accompanying companies into the digital future since 1999 as the largest dedicated Microsoft one-stop-shop in Switzerland. We integrate Microsoft services in a way, that adds value and has a positive change in the corporate culture.

Supported by over 200 passionate minds consisting of business and technical consultants, change makers as well as software developers, architects and cloud natives, we are driven to peak performance by our customers and their challenges. Together with customers from different industries, we build the bridge to the tech giant Microsoft. All with one goal: To create the best employee and customer experience in order to achieve competitive advantages.

Customers love our inspiring corporate culture, which is contagious. It successfully supports and overcomes organizational or technological challenges. Together with them, we shape the future of teams, products, companies and entire industries.

## Locations

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