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Title: Customer Management Solution: Bio-Pharmaceutical Company Author: Cognizant Technology Solutions Subject: Learn how Cognizant created a single customer management system that combined previously separate systems spread throughout the sales and marketing organization for a large bio-pharma company.

Customer Management Solution: Bio-Pharmaceutical Company

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Customer Relationship Management in the Pharmaceutical Industry Thomas Puschmann, Rainer Alt Institute of Information Management University of St. Gallen St. Gallen, Switzerland {Prename.Surname}@unisg.ch Abstract Customer centricity has long been a guiding principle for many businesses. However, it is usually limited to mar-

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