

## Salesforce.com (SFDC) Services



### A platform agnostic approach to Life Sciences CRM

At BridgeView, our leaders have engaged with hundreds of Life Sciences customers and technologies over 20+ years providing end-to-end services including Advisory, Solution Design, Implementation and Training for their CRM and Commercial Data needs. This has helped shape our perspective and appreciation for the CRM landscape – its evolution, its challenges and opportunities. Our engagements are business outcomes driven - supported by our technology agnostic approach that best aligns with our client's business objectives.

With BridgeView you can expect:

- Deep understanding of the LS CRM technology ecosystem solutions and data providers
- Industry specific process knowledge, standards, best practices & insights
- Data & Platform agnostic approach to address your business goals

#### ADVISORY

Strategic services to develop the vision for your future state and ensure information technology serves as a business enabler

- CRM Strategy
- Technology Assessments
- IT Roadmaps
- Technology Landscape Diagrams
- Data Flow Diagrams

#### TRANSFORMATION

Implementation of people, processes, tools & technologies to bridge your current state with your future

- Process Engineering
- Business Analysis & Requirements
- Implementation services
- Remediation Services
- Data Integration & Testing Services
- End User Training

#### MANAGED SERVICES

Your journey doesn't end at 'go-live', that's where it starts. Keeping your IT enabled processes running smoothly is our expertise.

- CRM Managed Services
- Omnichannel Orchestration
- Campaign Operations
- Data Stewardship
- Enhancements
- Release Management

## Contact US

BridgeView has the team, tools, expertise and global scalability to meet the objectives of any size organization from precommercial start-up to global pharma.

- ✓ sales cloud
- ✓ health cloud
- ✓ service cloud
- ✓ marketing cloud



registered consulting partner



### CRM Solutions Supported across 40+ Countries

Field Sales  
 Inside Sales  
 MSLS  
 Nurse Educators

National Account Mgrs.  
 Key Account Managers  
 Field Reimbursement  
 Patient Advocacy

Marketing Campaigns  
 Customer Service  
 Appointment Setting



*...our SFDC Health Cloud implementation went exceptionally well due to BridgeView's extensive knowledge of the technology and the functional processes. The team brought thoughtful recommendations which demonstrated their deep knowledge of the stakeholder's needs and how to address them which allowed us to stay on time & on budget...*

### Sr. Director, Head of Information Technology

Ultra-Rare Immunology Company



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