

Achieve CRM Replatforming Success through Comprehensive Assessment and Planning

Is your organization prepared to navigate the complexities of CRM re-platforming?
Are you seeking assistance in defining your priorities to ensure a seamless transition?

We offer a one-stop shop for your end-to-end replatforming journey.
We'll be your trusted guide, taking great care in every step to ensure your success.

Key Challenges to Address

- ▶ **Alignment** Are current needs aligned with future goals?
- ▶ **Migration Approach** Do you have a clear understanding of the migration approach you will undertake?
- ▶ **Process Harmonization** Have you considered harmonization across your processes?
- ▶ **Cost & Efficiency** Have you considered the overall cost, efficiency, and impact on your IT landscape and integration complexity?
- ▶ **Innovation Agility** Do you have the right ingredients for innovation agility?

Prioritize Health Check Assessment for Successful Replatforming

01

Review the current state of the Commercial IT ecosystem

02

Understand the complexity of your current CRM instance

03

Evaluate the alignment of your CRM needs with future Go-To-Market strategy

How Aqurance Can Help

As a Veeva partner for **over a decade** and the **first partner in Europe for commercial implementations** dating back to 2012, our team of experts have extensive industry knowledge in commercial excellence and salesforce effectiveness as well as **deep expertise in the Veeva commercial suite implementations.**



Comprehensive Assessment & Planning:

➤ **Thorough health check assessment;** this includes:

- Technical assessment
- System usage metrics
- User adoption and CRM strategy

➤ **Comprehensive advisory service, including:**

- Detailed replatforming assessment - including IT commercial infrastructure.
- Optimizing your organization's schedule and timing.
- Build business case and project charter for leadership sponsorship and internal approvals.

➤ **Business Process Discovery**


- Ensure alignment of business goals with business processes
- Day in a life of medical and sales representatives
- Map expectations to use cases and scenarios

➤ **Help to harmonize business processes** to reduce customization and technical debt.

➤ **Simplify** integration landscape, help **repoint or rebuild.**

➤ **Analytics and BI** - repoint existing infrastructure or rebuild and fine-tune.


Seamless Migration Execution

 Execution of the migration project and complement **Veeva's automated migration processes**

 Recouple **Analytics and BI** platforms

 Recalibrate **digital content**

 Optimize the integration, **middleware and IT landscape**

 Cut over, change management, data migration and validation, training and roll-out to the end user.

Ongoing Support & Maintenance

 **Train and support** administrators and local support teams

 Ongoing **maintenance**

Achieve CRM Replatforming Success with a smooth journey by taking a comprehensive approach with the help of professionals to mitigate risks and achieve fast ROI and adoption.