



Showpad helps Apotex increase active selling time & exploit tablet investment

About Apotex

Founded in 1974, Apotex Inc. has grown into the largest Canadian-owned pharmaceutical firm. Supported by a global workforce of more than 10,000 professionals, Apotex produces over 300 generic pharmaceuticals in approximately 4,000 dosages and formats. These products can be found in virtually every pharmacy and healthcare facility in Canada, and are exported to over 115 countries worldwide.

APOTEX
ADVANCING GENERICS

About Apotex

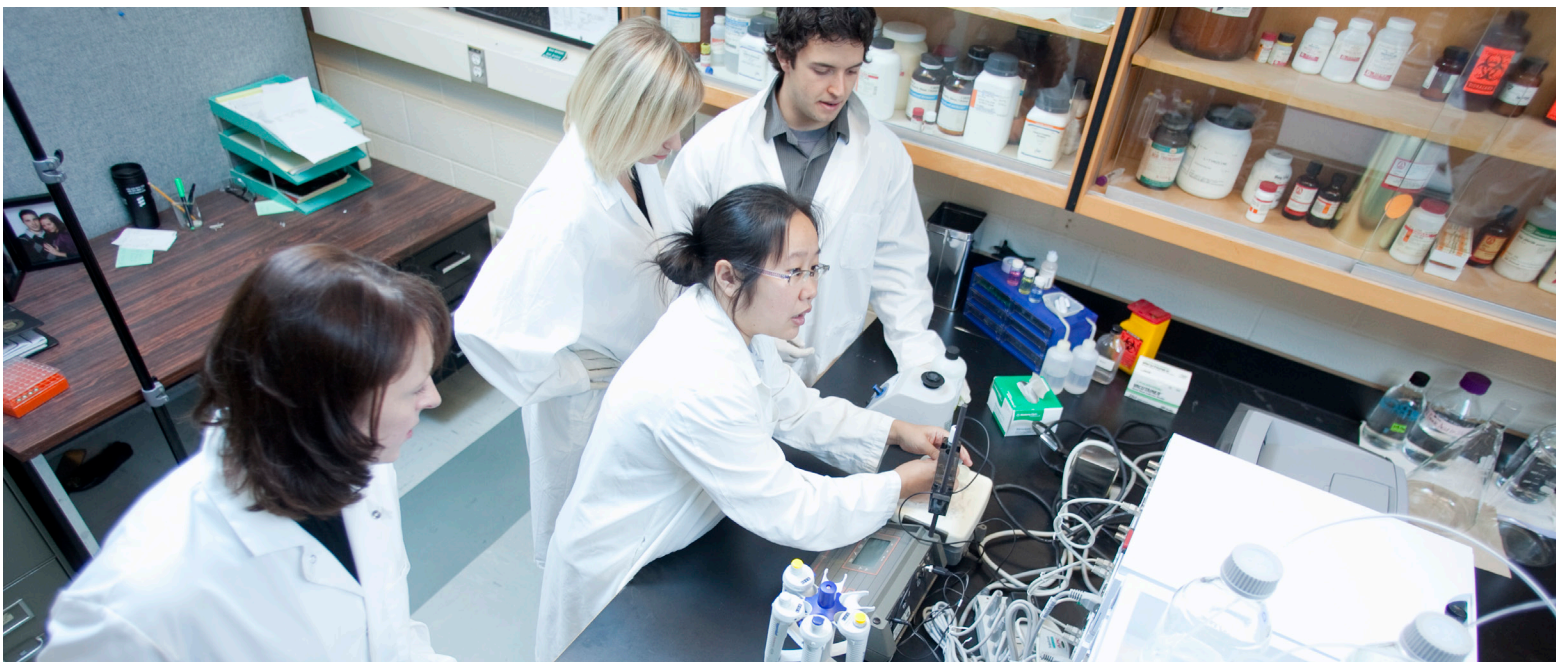
- **HQ** Toronto, Ontario, CAN
- **Founded** 1974
- **Industry** Pharmaceuticals
- **Employees** 10,001+

Challenges

Apotex launches and updates numerous products a year. Each of these developments must be supported by new or updated content (e.g. product launch templates, presentations, drug formulary information, etc.).

Apotex's leadership concluded that distributing content to sales reps around the world via email and postal mail was inefficient and costly. As such, sales reps were supplied with tablets for accessing content.

However, this strategy did not solve Apotex's core problems. Instead of driving efficiency and lowering costs, the company discovered that it had no control or visibility into what content was being used, and when it was being used. They also faced version control challenges, and difficulties related to content accuracy, consistency and usage.



Solution: Showpad

To overcome these challenges, Apotex evaluated several potential tools and platforms. After exploring Showpad, they concluded that it was an ideal sales and marketing enablement solution.

Implementation was streamlined and efficient:

- Apotex created user accounts for each sales rep, and built two custom channels: one for English-speaking sales reps, and one for French-speaking sales reps.
- These channels were populated with specific pieces of relevant, on-message content identified by subject matter experts from four key internal teams: product marketing launch, project marketing, professional services, and communications.
- Once the content was uploaded to Showpad's cloud based repository, it was pushed to all sales reps for immediate use.

“Showpad has given us an easy-to-use, but powerful centralized content platform for all of our marketing and sales material. Showpad has increased our efficiency, and allows our sales reps to access the right materials, wherever and whenever they need it.”

Struan Keir
Customer Solutions Consultant r, Apotex



RESULTS

Since choosing Showpad, Apotex continues to enjoy significant advantages, benefits and results including:

- **Increased Active Selling Time:** instead of struggling with email overload, sales reps have a centralized, organized and easy-to-access cloud platform to access the content and information they need. This drives huge efficiency gains and increases active selling time.
- **Increased Tablet ROI:** Apotex is exploiting its investment in tablets, and realizing its vision of empowering a truly mobile sales force.
- **Greater Control:** marketing teams have a standardized, streamlined and centralized one-to-many content editing and distribution system, which supports a dynamic global sales force.
- **Increased Visibility:** version control issues have been eliminated. All new and updated content is pushed to all sales reps and used immediately.
- **Reduced Costs:** updating digital content vs. replacing print content reduces costs, administrative burden, and paper waste. Furthermore, instead of creating costly conference binders, Apotex simply uploads relevant material to conference-specific channels, and pushes content to attendees.
- **Increased Content Usage:** content is being used more frequently and efficiently, which is supporting sales effectiveness. At the same time, managers and leaders can see what content is working and why, and use this information to improve content impact and ROI.
- **Enhanced Image:** informed and prepared sales reps are launching impressive presentations on their Showpad-installed tablet while visiting pharmacies. This supports Apotex's image as a professional and innovative organization.
- **Improved meeting effectiveness:** various teams use Showpad to improve meeting effectiveness, and make it easy to share presentations and other content before and after meetings (e.g. videos, price lists, etc.).