

360 CRM™

Redefining Customer Relationship Management

Effective and efficient customer interactions are critical to long-term success, that's why CRM solutions have become an essential mainstay of the business world. IMS Health's 360 CRM creates a renewed focus on building deeper relationships with customers, and on integrating data and market intelligence to better target and acquire new ones.

Designed to simplify and accelerate the unique business processes of Healthcare and Life Sciences sales organizations, 360 CRM is built on the industry's leading CRM tool, Salesforce.com, and uses their leading cloud computing platform, Force.com.

Transforming Relationships Into Loyalty

360 CRM is redefining customer relationship management, making it more accessible, functional, integrated and flexible than ever before – empowering the sales team with real-time data on contacts, customers and accounts. They spend less time logging calls and doing paperwork and more time connecting with customers and building deeper bonds – the key ingredient for driving lasting loyalty.

With IMS's proprietary physician and outlet master files, data and dashboards, analytics are built right in. The result is faster, seamless access to more accurate insights.



Empowering the Mobile Workforce

360 CRM is an essential tool for the mobile workforce with real-time, online or offline access to customer intelligence with wireless background data synchronization on nearly any type of mobile device. Whether your team uses laptops, tablets, smartphones or a combination of devices, the 360 Vantage CRM solution is easy, intuitive and efficient.

Contact your **IMS Brogan sales representative** or email us at info@ca.imsbrogan.com.

Visit www.360vantage.com for background information.

Redefining Customer Relationship Management

360 CRM provides ultimate productivity for your sales teams with real-time access to their territory and customers. Your reps spend more time building strong, profitable relationships and less time on administrative chores and reporting.

360 CRM Benefits

- Full-featured CRM accessible from any mobile device
- Real-time online and offline data access
- Embedded master data management: IMS' HCP and pharmacy reference databases are built-in
- Built-in learning management system (LMS)
- Single sign-on
- Seamless and simple access to IMS Performance Analytics dashboards
- Background wireless data synchronization
- No required upgrades
- Lower cost of ownership compared to legacy and traditional SaaS apps
- Unparalleled time to value
- System and data integration
- Full tailoring capabilities
- Dedicated, ongoing service and support

Supported Mobile Platforms

- Apple iOS
- Google Android
- Microsoft Windows



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