

CASE STUDY



Virtual Brand
Assistant
Powered by LoweMartin

To simplify its supply chain, a leading pharmaceutical company is now using the LMX Virtual Brand Assistant.



OBJECTIVES

Our client faced challenges within its marketing supply chain. Their aim was to improve the experience for their sales teams while enhancing compliance requirements and inventory management. The marketing team **sought a supplier who could provide a compliant fulfilment workflow, a customizable online solution, and a faster speed-to-market.**

A COMPREHENSIVE SOLUTION

LMX Virtual Brand Assistant, our customer portal, provides a set of services to meet each of our client's objectives:

- a **customizable single-sign-on portal**;
- a **digital PAAB expiration management tool**;
- a **Health Canada MDEL facility** for medical and demo devices;
- **print services**;
- and a **superior client management tool.**

KEY FEATURES

- Our compliant solutions enable our client to **consolidate vendors into a single-sourced solution.**
- PAAB assets remain **consistently compliant and easily controllable.**
- Medical devices and demo units **adhere to HC-MDEL procedures.**
- Marketing teams benefit from **better-organized workflows** to stay within their monthly budgets.
- Dedicated client care **provides flexibility and solution-oriented support.**

OUTCOMES

- **Consolidated vendor management produced overall cost savings.** By implementing just-in-time fulfilment solutions, speed-to-market significantly improved, **ensuring prompt product delivery** to the sales team.
- **Training events improved** as Lowe-Martin adapted quickly to changing and aggressive timelines.
- **PAAB expiration management became ten times more efficient,** with brand managers **easily managing assets through digital reporting and frequent alerts** from the LMX Virtual Brand Assistant.

PREVIOUS CHALLENGES

- Complicated vendor structure
- Difficulty keeping PAAB compliance requirements organized and in a digital format
- Unacceptable speed-to-market
- Outdated marketing portal with limited functionality and branding capabilities

"Lowe-Martin is always willing to make improvements and adapt to our requirements and needs. Lowe-Martin's services far exceed anything we had experienced in the past with previous vendors."

OUR CLIENT'S MARKETING EXCELLENCE TEAM

BENEFITS

- Consolidated vendor management
- Simplified, digital, PAAB reporting
- Unrivaled time to market
- Superior online portal with customization capabilities