

Case Study

Creation of an integrated billing system to provide immediate efficiencies for a rapidly expanding pharmaceutical company, Norgine.

Case Study Summary

The background

A rapidly expanding pan European pharmaceutical company finds itself with a fragmented mobile comms solution that is generating high levels of duplication and time in processing and managing costs.

The solution

- Rationalised existing solution and consolidated the process to more accurately reflect the clients evolving business needs.
- Created a billing system designed to integrate with the existing internal accounting and cost centre management procedures.
- Adam Phones continues to deliver and adapt the range of its additional services such as *Spend Alert* and enhanced data solutions demonstrating its proven ability to deliver cost efficiencies and value at all times.

The results

Through its rationalisation programme and integrated billing system this client has realised substantial cost savings both in time and money. The technical knowledge, expertise and levels of service support Adam Phones offers all clients is based on 20 years experience. Adam Phones assists companies seeking a mobile comms solution that's strategically aligned to its business needs whilst been able to demonstrate enormous value.



The client

Norgine is a specialist pan European pharmaceutical company. The company runs an innovative research and development division as well as a European manufacturing operation. There is a large pan European sales force in place with a significant and complex wireless communications requirement.

The challenge

Norgine experienced rapid growth in Europe and the management of its existing communications solution had become fragmented and unwieldy. There was increasing pressure both in time and effort on the accounts team in processing mobile phone expenses. The team was processing individual mobile phone bills from each employee all of which were from multiple suppliers across different networks.

The existing process had become hugely labour intensive. Disproportionate time was being spent on the processing of mobile phone costs with little to no time allocated to analysis of the expenditure.

The solution

Adam Phones, partnered with the internal technical and accounts team within Norgine to understand, address and create solutions to the challenges.

A well constructed rationalisation programme delivered immediate cost savings and created instant value.

The number of suppliers and networks was consolidated. Line rental and call costs were instantly reduced. Each employee had access to a high level of technical support and advice from a dedicated account management team 24/7.

Creation and implementation of a customised and paperless integrated billing solution

The Adam Phones proprietary billing platform was customised to Norgine's specific requirements. Adam Phones was able to assign each handset to the relevant inhouse cost codes. The invoices were sent to the accounts department in PDF format for straight forward distribution and sign off from the appropriate cost centre.

Management reporting facilitates Norgine in analysing and managing its call expenditure

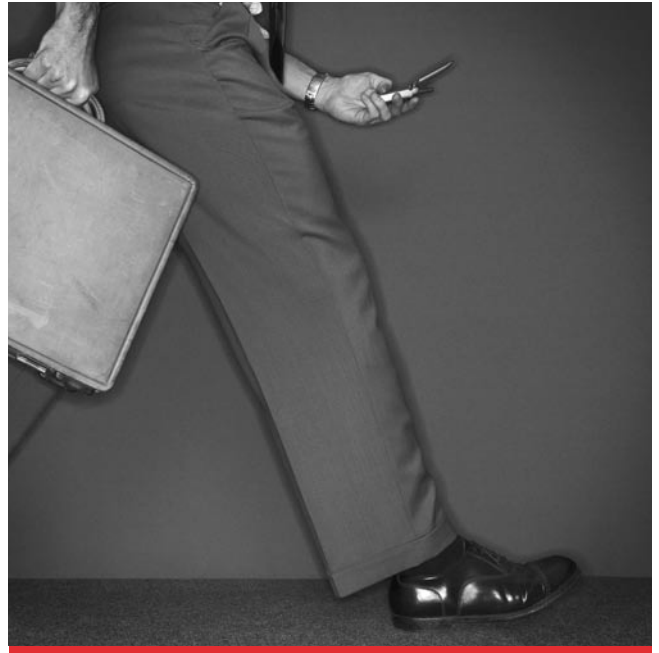
The paperless billing solution created for Norgine, added efficiencies in the distribution, storage and retrieval of information. Because each invoice was assigned to its relevant cost code and cost centre Norgine for the first time was able to analyse costs and monitor its expenditure.

Scalability, flexibility and adaptability

Norgine continues to monitor and evolve its solution and has added additional services to its requirement. Employees currently use a *Spend Alert* service created by Adam Phones. This live service allows each handset user to manage individual expenditure and airtime usage throughout the month, so that there are no surprises at the end of each billing period.

Result

The process of rationalising an existing solution that runs across multiple suppliers and networks is a complex process. Not only does the company, undergoing a rationalisation programme want to see instant savings its employee's, in changing their provider and handsets, will be demanding a smooth and seamless transition in their new service. There can be no room for error. Adam Phones in its 20 years of operating has undertaken complex rationalisation projects for companies with a requirement as little as fifty lines up to those with a requirement of thousands.



The ongoing and long standing management of this account has allowed Adam Phones to adapt its services to the changing and evolving needs of this client.

Norgine currently receives just one invoice a month which comes with extensive business reporting, tailor made to suit its business needs. The company has moved from processing to managing its expenditure. The whole process has seen an increase in user accountability and accurate cost management. Adam Phones has also helped the company move into data solutions and supports its range of Blackberry devices. The evolution of this account is such that Norgine has realised cost savings of 10-15%.

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