

smAccord – a central consolidating system

Syner-Med (PP) Ltd is the UK's leading company at the forefront of clinical management of iron deficiency anaemia. They have been using SAGE accounts for many years, but needed something more to handle many of the aspects of their business. Accord IS have been developing smAccord, a customised central solution, that provides the functionality that Syner-Med want.



Accord have been working with Syner-Med for over 7 years in developing a single system that adapts to the changing, working world of the pharmaceutical industry. The first release of Accord was completed within a couple of months providing CRM functionality and reporting. Since then extra functionality has been added as needed by the business.



As a result of the consolidated system management reporting is now available that could not have obtained with the previous separate systems. Information on sales and medical information is more widely available throughout the business, whether working at head office or out in the field. Administration is more controlled saving staff time and money. Stock is more controlled releasing the cash flow associated with holding extra stock. Monthly reporting that used to take days is now run in minutes with more advanced checks and controls than would have been possible before.

smAccord Modules

smAccord has evolved with Syner-Med to include more functionality as the business has grown. Details of some of the different areas within the system are listed below.

CRM – Client Relationship Management

Syner-Med have a growing sales force and needed to record the people their sales force were seeing, the reaction to their products and the effectiveness of the individual sales managers. smAccord includes a full CRM system, providing details on all clients and all contact with the clients. It also provides full management reporting including activity by territory, product, dates, etc...

Accessing Sales Figures



Syner-Med's sales force are based across the country. Their sales information is stored in SAGE at head office. smAccord extracts the sales information from SAGE and makes it available on the sales managers laptops whether they are connected to the internet or not. Information is displayed as monthly totals, annual totals or moving annual totals as required. Graphs or sales year-on-year are available. The system will also project orders and provide warnings if key accounts haven't ordered.

Budgets

Syner-Med needed to break down their budgets by different territories, products and areas. smAccord takes the detailed expenditure from SAGE and collates this with budgets split in the various ways required by Syner-Med. It then presents this information in a controlled way to the managers responsible for the different areas.

Administration

Any business includes the need for forms to be filled in. In the pharmaceutical industry these are often controlled by regulations requiring specific sign-off and key information to be completed. smAccord includes screens to record request and approval of various items and expenses. Each screen is controlled so that the users are forced to enter all the data required. Once complete the data is presented to the relevant line manager for approval and where appropriate forwarded to Finance for payment.

Central Diaries

Syner-Med use Outlook with it's built in Calendar, but needed a simple way to see where all the sales force were throughout the week. So a simply diary was built in allowing the sales force to maintain basic details of their activity and also providing management with reports of time spent on territory vs. results.



Stock Control

Being responsible for distribution of several different drugs with manufacturing lead times of many months requires a controlled environment to ensure that enough goods are available for distribution when required.

smAccord collates sales forecasts with actual sales and manufacturing production to project the stock levels for the different drugs over the next 18 months. This allows Syner-Med to control the manufacturing so that they are never at risk of running short, but equally so that they don't have an excessive surplus of stock.

www.syner-med.com