

Case Study

CLIENT: WYETH

The Company

Wyeth Pharmaceuticals' vision is to lead the way to a healthier world as a result of their commitment to quality, integrity and excellence. Through recruitment, development and motivation of the best people, Wyeth Pharmaceuticals are continually growing and improving their business. They are acknowledged as a leader in innovation by linking pharmaceutical, biotechnology and vaccine technologies.

Wyeth employs more than 43,000 people worldwide, each one committed to improving the health of people around the world. Diverse and talented people who work at Wyeth bring to the company a range of talent in research, marketing, sales and manufacturing. In the UK, Wyeth operates from four sites in the south of England. Each site has a specific purpose.

- **Taplow:** Headquarters of Wyeth UK prescriptions and consumer products and SMA Nutrition brands.
- **Maidenhead:** The Europe, Middle East and Africa (EMEA) headquarters for Wyeth.
- **Havant:** A high technology packaging and worldwide distribution complex.
- **Gosport:** The centre of pharmaceutical research, development and analysis.

The Project

Wyeth Pharmaceuticals identified a business need to upgrade their existing medical information system to the latest version of Siebel. Their Project Manager, Marianne Patterson, confirmed "besides the obvious functional improvements, our business identified a definite need to meet compliance and regulation standards whilst maintaining support levels across our ever expanding product portfolio".

"The Project Team were aware that previous deployments had not included sufficient user training or support. It was agreed that this need would be addressed on the new Project however, with the usual deadlines and cost controls we had to identify a way to persuade our users to help us help them".

The Solution

Larmer Brown had been delivering training solutions to Wyeth for over 8 years. As a Certified Business partner of OnDemand Software, a division of Global Knowledge, Larmer Brown had provided other clients in the Pharmaceutical industry with project based training and support solutions since 1992. With this experience Larmer Brown was well equipped to propose an informed and innovative solution to Wyeth's training requirements.

The Project Team agreed to a Pilot Project and Consultants from Larmer Brown provided training and support throughout this initial evaluation period. Once the OnDemand solution had been approved internally and developers assigned, in accordance with Wyeth's policy to motivate and educate its own personnel, a dedicated knowledge transfer program was designed and delivered.

Senior Medical Information Scientists led the development of the training material for the new Siebel system. They attended the knowledge transfer program and agreed "The ease of not just creating the content but editing it continually as you need to on such projects was a real bonus."

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Their Project Manager added “the project benefited both in time and budget using OnDemand Personal Navigator, it’s use negated the need for a separate training environment, which would have comprised expensive hardware and weeks of set up. Using On-Demand Personal Navigator also allowed us to run the testing and training programmes successfully in tandem!”

The Result

The Siebel Project met its deadlines and went live on 26th October 2006. All 22 Medical Information Scientists had been trained prior to going live and are responding to over 1500 calls per month.

Furthermore, OnDemand Personal Navigator content was published into Wyeth’s, learning management system - “Learning Excellence Centre”. This enabled quick access for new employees to be trained.

“Other areas of the business are saving time and money by modifying the original OnDemand content we created to fit their needs in a fraction of the time it would have taken time to deliver materials of this quality in the past”.

Mariane Patterson summarised “The difference that OnDemand has made to the Medical Information department of Wyeth is immense, they can now draw on the processes and standards that have been documented for the entire product portfolio, in minutes. We have saved hours creating flows and training documentation, added to which the user uptake of such content-rich training was good and we believe this to be the key factor in the reduction in support calls”.

About Larmer Brown

Larmer Brown’s primary business objective is to help organisations realise the desired business benefit from their software applications, through successful User Adoption Programmes. Using OnDemand Personal Navigator, we have been providing business transformation, documentation and training services since 1994. Larmer Brown is an OnDemand Software Certified Reseller and their only services partner in EMEA. We are also an Oracle Certified Partner and the only User Productivity Kit preferred services partner.

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