



*Case Study*

# **FORTUNE 500 PHARMACEUTICAL COMPANY USES FIRSTRAIN FOR INTELLIGENCE-ON-THE-GO**

---

**Company**

Fortune 500  
Pharmaceutical Company

**Industry**

Pharmaceutical

**IgniteTech Product**

FirstRain

---

**BUSINESS CHALLENGE**

The sales team of a Fortune 500 pharmaceutical company were receiving multiple industry newsletters, but these publications were expensive and the information within them was not specific enough to be relevant to their business.

The challenge was where to find a single source of high-quality sales intelligence that is customizable for both teams and individual sales reps.

**SOLUTION**

IgniteTech's FirstRain mobile analytics solution was deployed across the company, delivering real-time customer and business insights specific to the accounts each rep cares about. FirstRain was easy to adopt and use, allowing team members to share information with their peers as well as use the personalized insights to engage their customers.

Team members can access FirstRain's personalized, account-specific sales intelligence analytics in a number of ways, including via web browser, directly to their email inboxes or by the FirstRain mobile app.





## RESULTS

Unlike other keyword matching solutions, IgniteTech's FirstRain analytics platform now provides this company a customizable customer intelligence environment that delivers specific, highly relevant business insights across the sales team.

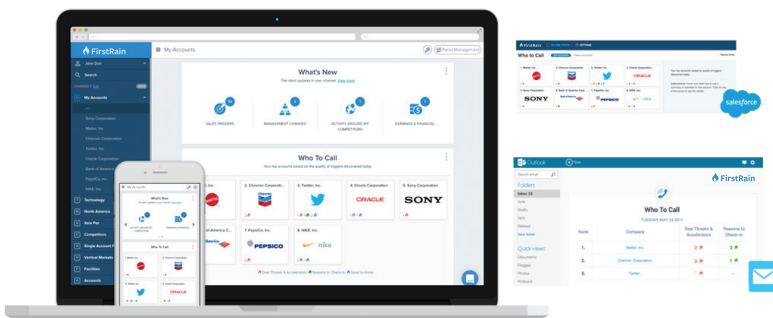
Thanks to FirstRain, the company now sees:

- ✓ Team members instantly get the customer intelligence they really need, rather than spending time sifting through general industry newsletter
- ✓ More account-specific sales intelligence and business insight, enhancing their ability to negotiate pricing and connect with customers
- ✓ Leaner business practices, increasing their productivity

"I like being able to wake up in the morning and have a good glance of critical events in my accounts before I even start my day."

**Institutional Director**  
Fortune 500  
Pharmaceutical Company

### Access and Consistency Across Platforms



## Learn More

To learn more about how IgniteTech's FirstRain solution can help you stay ahead of your competitors and make better business decisions, visit [ignitetech.com/firstrain](https://ignitetech.com/firstrain).