

GLOBAL
PHARMACEUTICAL
COMPANY

Sales Force App



A global pharmaceutical company wanted a fast and effective way to communicate with its field-based sales force. Broadstreet responded by designing and developing an Android App that delivered up-to-the-moment information; anytime, anywhere.

The versatility and simplicity of the app solved the communication challenges facing managers. Broadstreet recommended the Android operating system for its ease of integration with security levels required by the pharmaceutical company.

The app delivered unique information only found on this device. This delivery strategy helped drive usage. The app was designed to deliver streamlined information, including product updates, sampling and operational information.

Broadstreet designed the app to receive updates by type, date or via search functionality, and the ability to attach a wide range of media like PDFs, website links and video.

The Android App became the preferential communication hub for the sales force, providing access to all relevant information across the organization. It facilitated a direct flow of communication between management and employees in the field.