



**Company :** ROCHE

**Business sector :** Pharmaceutical Laboratory  
Healthcare company

**Software :** *MEDIACONTACT*

**Use :** Synchronization of 600 Laptops

### Profile

Roche, global leader in the field of oncology. 3<sup>rd</sup> largest pharmaceutical laboratory in France.

### Requirement

Roche has used our *MediaTransfer* file transfer software since 1996 to synchronize its CRM business software and several other internally-developed applications (for reports, statistics, etc.). Roche uses laptops for its mobile sales force to run their in the field CRM software "SIEBEL PHARMA". At the end of 2006, while updating their computers, Roche began a reflection and research process to find a better data exchange, task automation and security solution.

### Solution

After consulting various editors, Roche selected our *MediaContact* fleet management software to supervise and synchronize the laptops of its 600 member mobile sales force from its headquarters. *MediaContact* also pilots all of their CRM applications. Roche rapidly deployed the software and improved the support offered to its scientific staff diplomats via *MediaContact* services. The company uses these services to manage the

remote laptop fleet, digital distribution of software, data hosting, and remote handling, etc. As an example, *MediaContact* can be used to discover the technical status for a group of remote laptops at any time, from the main office, and thus to target and execute a remote software update.

### MediaContact Features

- Remote laptop administration
- Digital distribution of software, patches, and version updates
- Remote data hosting (prices, articles, customers, order payments)
- Helpdesk management (remote control)

### Reported benefits

- Simplified administration of laptop PC's
- Remote software maintenance without blocking up the computers
- Preparation of customized files
- Optimization, security, and data transfer speed
- Automation of professional exchanges
- Traceability of communications for each laptop

« *Integrated into the scripts, MediaContact allowed us to (among other things) identify the printer fleets for our remote users, without any intervention on their part. Because of this, we have been able to anticipate the process of updating obsolete printers and reduce call center activity.* »



**Jean-Marc Moreau**

Director of Customer Service for ROCHE

