



Sunovion

Saved 182,000 hours in the business planning process

Company profile:

HQ: Marlborough, MA
2,400 employees

Revenue: \$709M

Overview: Sunovion is a pharmaceutical company that creates innovative psychiatric, neurological, and respiratory therapies that help transform peoples lives.

25%

Increase in sales effectiveness

182,000

Hours reallocated from account planning to customer engagement

Sunovion's salesforce had access to an account planning tool that flowed in account and territory data. The tool was so clunky and inefficient sales reps stopped using it and instead went back to building account plans manually with their managers. This also proved to be time-consuming and error-prone, limiting the amount of accounts a rep could handle, and ultimately, stunting Sunovion's growth.

By using Seismic, Sunovion can automatically pull, analyze, and display sales activity data from Salesforce.com, sales productivity data from Excel, and competitive sales intelligence from IMS—all in real time—to power Sunovion's account planning process. Sales reps can generate account plans quickly on desktop or mobile and spend more time in the field with clients to close deals.

Sales productivity at Sunovion has increased by 25% using Seismic, and sales reps have saved 182,000 collective hours of account planning time that is now spent selling.