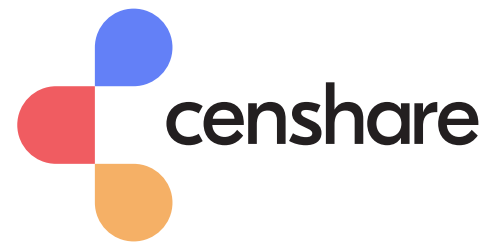


A Clear View of Digital Assets for Pharmaceuticals Maker



Adopting censhare Universal Content Management has simplified processes for URSAPHARM Arzneimittel GmbH, boosted productivity, and enabled the company to greatly improve the quality of its systems.



master your content



“What I like about censhare is that I have all the information which I need in relation to my products in one central place, that I have all the content on my brands in one place, and that I can start and manage the approval cycle of my marketing content from precisely this location.”

Dirk Zirnstein, Brand Manager and censhare Project Manager, URSAPHARM

“Above all, what we have gained from censhare is time, transparency and efficiency.”

Dr. Michael Flegel, Head of Strategic Business Development, URSAPHARM

At a glance

Industry

Pharmaceuticals

Products

- Digital Asset Management
- Product Information Management

Business need

Selling its market leading dry eye remedies and other products in more than 60 countries, German manufacturer URSAPHARM faces stringent regulatory demands from multiple authorities for the approval of its marketing material. The company needed to replace its time consuming paper based approval process with a highly efficient digital solution.

Marketing delayed by content approval bottleneck

Like any pharmaceutical manufacturer, URSAPHARM operates in a tightly regulated environment. As the market leader in Germany and across Europe for dry eye treatments, the company has many different brands offering a wide variety of products that must all be supported by substantial marketing activities.

Approving the constant stream of all marketing material, no matter how minor, is an intricate procedure made more complex by the need to be able to demonstrate to relevant authorities that every step of the approval process is tracked.

Business Results



x7
faster content
approvals than before



80
countries meeting
regulatory demands



x4
higher marketing
productivity

URSAPHARM had long used a manual and paper based approval process that was extremely time consuming. This meant that an approval involving ten or more people could take up to a week to complete. And with consistent year on year growth, the situation only became more complex and challenging.

The company was searching for a modern digital asset management tool in which it could store all digital marketing content. It also wanted a product information management system to centrally save its extensive product information. Critically, the solution had to enable all marketing material to be approved quickly and easily.

A remedy for low productivity

URSAPHARM chose censhare Universal Content Management to meet its needs.

To kick off the project, censhare set about understanding URSAPHARM's processes and work environment through a series of workshops with key personnel. In this way, the solution could be tailored made to meet the company's demanding processes.

Since being implemented, the censhare solution has made the marketing content approval process substantially easier and faster.

“We now achieve one approval cycle per day, on average, which corresponds to three to four times as much output as before.”

Dirk Zirnstein, Brand Manager and censhare Project Manager, URSAPHARM

“All stakeholders now receive the document requiring approval at the same time, can make their changes or approvals in parallel, with the approval being immediately relayed digitally to the Brand Manager. We now achieve one approval cycle per day, on average, which corresponds to three to four times as much output as before. [censhare] acts very much like a turbo boost for our marketing,” explains Dirk Zirnstein, Brand Manager and censhare Project Manager at URSAPHARM.

The increased pace in the development and approval of marketing material brought about by censhare has achieved substantial cost savings for the company.

Nadine Otte, Brand Manager at URSAPHARM agrees with her colleague: “The censhare solution has slimmed down previous structures and above all, improved speed, be it in terms of approvals, the creation and completion of materials, or even the implementation of ideas.”

Future benefits in the pipeline

URSAPHARM is looking forward to further improvements in efficiency from the censhare system as it continues to deploy the solution’s further capabilities as the foundation of its digitalization initiative. Good examples include the approval of packaging material via the system, the implementation of online channels, and the translation functionality which the system offers.

“Through censhare, we at URSAPHARM are getting ready for digitalization. This of course frees up breathing room which can be used in other areas, for example in creation.”

Dirk Zirnstein, Brand Manager and censhare Project Manager, URSAPHARM

About censhare

Our proven omnichannel content platform lets you master your content in any language, locally or globally, to provide a consistent omnichannel customer experience.

Clients like Allianz, Lands' End, Dyson, Christie's and hundreds more rely on censhare to deliver brand-accurate, up-to-date content, and make the most of every opportunity to reach the right customer at the right time.

master your content

Copyright © 2021 censhare

All rights reserved. censhare, and other trademarks are trademarks of censhare GmbH or its subsidiaries. Other trademarks may be trademarks of their respective owners. This case study is for informational purposes only. The contents of this case study were accurate at the point of publication. censhare make no warranties 'expressed or implied' in this case study.