

# Global Pharmaceutical Enterprise Saves More Than \$30M Using SafeGuard Cyber

With SafeGuard Cyber the company has been able to embrace digital transformation despite complex regulation

## SUMMARY

When a global pharmaceutical company wanted to improve the visibility and details in their CRM they turned to SafeGuard Cyber. By automating the compliance and regulatory review, our platform saved them millions in compliance review costs every month.

## INDUSTRY

Pharmaceuticals

## BEFORE SAFEGUARD CYBER

Leadership was keen to increase both the quantity and the quality of the field force's health care provider (HCP) interactions. Enabling free-text call notes accomplished this goal, but also exponentially increased the amount of content requiring compliance review. When SafeGuard Cyber's **language-agnostic machine learning solution** was implemented the company was able to improve the volume of records processed and generate actionable business insights from these interactions at scale.

## CHALLENGES

Multiple regional regulatory frameworks

Lack of actionable insights

No ability to monitor CRM for regulatory compliance issues

## HOW DID SAFEGUARD CYBER HELP?

The SafeGuard platform enabled the company to increase the detail, collected on every HCP interaction. With SafeGuard Cyber, they are now automating the compliance and regulatory review process of **over 100,000 free-text call records per day** in multiple languages. As a result, the company has been able to **cut manual review costs by \$3 million per month**.

## KEY BENEFITS

Automated monitoring of 100K call records per day

Language-agnostic machine learning

Reduced monthly oversight costs by \$3M

In addition to satisfying the core compliance requirements, this approach has enabled the company to achieve significant digital transformation goals by increasing sales productivity and analytical business insights.

## USE CASE



SafeGuard Cyber protects the human connections organizations need to thrive in a digital world. The cloud-based SafeGuard platform empowers the secure and compliant adoption of social, mobile, and cloud-based communication channels at the scale of global business. Built on innovative agentless architecture and award-winning risk analytics, the SafeGuard platform secures business critical communications, detects and stops cyber threats, and ensures compliance in real-time without disruption to natural workflows. Current customers include Global100 enterprises, small businesses, municipalities, and national governments.