



The Business

Pharmacia Corporation is a first-tier pharmaceutical company with more than \$18-billion in revenues in 2000, employing more than 59,000 employees in 60 countries around the world. Dedicated to developing and manufacturing innovative new medications, Pharmacia invests more than \$2-billion annually in pharmaceutical R&D, improving the health and well-being of people around the world, using the latest tools that today's science and technology have to offer.

The Challenge

In April 2000, Pharmacia & Upjohn merged with Monsanto Company to create Pharmacia Company.

The massive merger precipitated a wide range of internal challenges as Pharmacia and Monsanto staff worked to merge and integrate two massive and independent technology environments seamlessly into a single technology work environment.

The task was made doubly difficult due to the international nature of Pharmacia's operations. With offices in 60 countries, operating in up to 14 languages, Pharmacia's merger team faced an immense and highly complex undertaking at a time when maximizing the ROI and keeping merger costs under control was a strict necessity.

"We needed to get everyone onto a single-track environment" noted Chris Meyerpeter, leader of Pharmacia's POPS Global Training Project, "We needed an effective way to train, without lots of time and expenditure, that was a simple, clear and easy-to-use solution and could be rolled out globally across all of our offices and personnel. That solution was Nevada Learning Series."



Conclusion

Pharmacia remains a key partner and ongoing customer for Nevada Learning Series. Nevada recently demonstrated its product customization capabilities for Pharmacia, rolling out a complete custom guide for one of Pharmacia's proprietary software systems with only 6 weeks turnaround time. Nevada's work with Pharmacia demonstrated its commitment to customers, high quality products and services, and market leadership in the development of the best quick reference tools.



The Solution

Monsanto and Pharmacia Upjohn both had independently begun purchasing small numbers of Nevada guides in 1999 and soon after had begun to order larger volumes for their staff. "Nevada's guides were an excellent complement to our training efforts," commented Chris Meyerpeter of Pharmacia.

When the merger hit in 2000, having experienced Nevada's high quality product and excellent client services, Pharmacia immediately approached Nevada with an eye to using the guides as a part of a blended training solution.

Nevada immediately moved to accept the challenge and, leveraging its fast-to-market production capabilities, began to develop the requested multiple language products that Pharmacia required for its global roll-out. Nevada worked to enhance its translation and production capabilities to handle multiple languages and titles in simultaneous production.

One key factor was ensuring the comprehensive content and high quality levels across the multiple languages. Nevada developed and carefully reviewed all of the translated products in order to ensure that the end products reflected the company's strong commitment to quality products and customer service.

A second key factor was Nevada's commitment to providing high quality customer service. Nevada's sales department representatives worked closely with Pharmacia in order to ensure that all aspects of the order met Pharmacia's requirements.

By the completion of the five-month project, Pharmacia had rolled out more than 200,000 Nevada guides in 8 different languages in support of their global IT training and technical integration.

The impact of the Nevada guides was felt immediately in the positive feedback from Pharmacia users – "We had very positive feedback. The employees uniformly loved them. No one ever asked 'why do we need them' about the guides, they were too useful," observed Chris Meyerpeter.

For more information on solutions for your business, please contact us at info@nlearnseries.com

tel. 416.487.4955

1.800.256.8489

fax 416.487.3121

<http://www.nlearnseries.com>