

## Wyeth Pharmaceuticals identified a business need to upgrade their existing medical information system to the latest version of Siebel, in order to maintain support levels across an ever expanding product portfolio.

Wyeth Pharmaceuticals' vision is to lead the way to a healthier world as a result of their commitment to quality, integrity and excellence. Through recruitment, development and motivation of the best people, Wyeth are continually growing and improving their business. They are acknowledged as a leader in innovation by linking pharmaceutical, biotechnology and vaccine technologies.

Wyeth employs more than 43,000 people worldwide, each one committed to improving the health of people around the world. Diverse and talented people who work at Wyeth bring the company a range of talent in research, marketing, sales and manufacturing. In the UK, Wyeth operates from four sites in the South of England. Each site has a specific purpose.

- **Taplow:** Headquarters of Wyeth UK - Prescriptions and consumer products and SMA Nutrition brands
- **Maidenhead:** The Europe, Middle East and Africa Headquarters
- **Havant:** A high technology packaging and worldwide distribution complex
- **Gosport:** The centre of pharmaceutical research, development and analysis



Technical



Training



Content  
Development

## Case Study: Wyeth Pharmaceuticals

### The Project

Wyeth's Project Manager, Marianne Patterson, confirmed,

"The Project Team were aware that previous deployments had not included sufficient user training or support. It was agreed that this need would be addressed on the new Project however, with the usual deadlines and cost controls we had to identify a way to persuade our users to help us help them."

### The Solution

Larmer Brown had been delivering training solutions to Wyeth for over eight years. Larmer Brown had provided other clients in the Pharmaceutical industry with project based training and support solutions since 1992, using Global Knowledge's OnDemand Personal Navigator (ODPN) tool. With this experience Larmer Brown was well equipped to propose an informed and innovative solution to Wyeth's training requirements.

The Project Team agreed to a Pilot Project and Consultants from Larmer Brown provided training and support throughout this initial evaluation period. Once ODPN had been approved internally and developers assigned, in accordance with Wyeth's policy to motivate and educate its own personnel, a dedicated knowledge transfer program was designed and delivered.

Senior Medical Information Scientists led the development of the training material for the new Siebel system. They attended the knowledge transfer program and agreed,

"The ease of not just creating the content but editing it continually as you need to on such projects was a real bonus."

Their Project Manager added,

"The project benefitted both in time and budget using OnDemand Personal Navigator, its use negated the need for a separate training environment, which would have comprised expensive hardware and weeks of set up. Using OnDemand Personal Navigator also allowed us to run the testing and training programmes successfully in tandem."

### The Result

The Siebel Project met its deadlines and went live on 26 October 2006. All 22 Medical Information Scientists had been trained prior to going live and are responding to over 1,500 calls per month.

Furthermore ODPN content was published into Wyeth's Learning Management System, Learning Excellence Centre. This enabled quick access for new employees to be trained.

"Other areas of the business are saving time and money by modifying the original OnDemand Personal Navigator content we created to fit their needs, in a fraction of the time it would have taken to deliver materials of this quality in the past."

On 1st November 2008 Global Knowledge Software was acquired by Oracle. This acquisition brought GKS' products, including OnDemand Personal Navigator, the engine that powered Oracle's User Productivity Kit (UPK) into the Oracle family.

### About Larmer Brown

Larmer Brown's primary business objective is to help organisations realise the desired business benefit from their software applications, through successful user adoption programmes.

We are an Oracle Gold Partner and have been using UPK technology to provide business transformation, documentation and training services since 1994.