

## Simple configurations, unlimited flexibility. Alimera Sciences boosts productivity with CT Mobile.

Alimera's signature product, ILUVIEN®, is the first retinal therapy of its kind.

Alimera is growing quickly, and territory planning and realignment are a necessary part of the process. They wanted to utilize Salesforce Maps to support territory management, but their legacy cloud services provider, Veeva, didn't offer an out-of-the-box integration with Maps.

Instead, Veeva requires companies to purchase expensive software, and then either handle the alignment themselves or pay \$28,000 for Veeva to do it for them.

Alimera reached out to Salesforce to find a tool that integrated directly with Salesforce Maps, and their Salesforce rep encouraged them to evaluate CT Mobile.

Alimera signed on with Customertimes, and with just 12 weeks from contract to go-live, they quickly realized that the benefits of CT Mobile went far beyond territory alignment.

### Custom Configurations without the Bespoke Price

CT Mobile is built on the native Salesforce platform, so customization is simple and can be handled without custom code.

Veeva is built on a separate, non-native Salesforce platform, making it difficult to customize CRM configurations. As a result, every configuration change required more payments to Veeva and more time spent waiting for the changes to be made.

"The customization that CT Mobile offers helps me be much more productive," says Kotaro Sai, Sales Operations and Analytics Manager at Alimera. "I don't have to reach out for support, wait 10 days, start a long email chain, and then pay for their help. When a request comes in, I can take care of it myself."

### Greater Field Sales Productivity = More Impactful Visits

CT Mobile syncs easily with Alimera's online database to quickly populate object records, including accounts, positions, calls, and more. The material can be prepared ahead of time, tailored for each physician, and presented digitally.

### Company Info

Alimera Sciences

Industry: Pharma/Life Sciences

HQ: North America

CT Solutions: CT Mobile

Alimera Sciences is a pharmaceutical company that specializes in retinal disease therapies. They are the creators of ILUVIEN®, an implantable device that treats patients with Diabetic Macular Edema (DME), allowing them to avoid permanent vision loss.

Visit details can also be logged offline, and those details can be used to make follow-up calls more productive.

"Call activity and call logging have both increased since implementation," says Sai, "and **being able to take advantage of true closed-loop marketing is really helpful. Our reps can pull up information and present it digitally** without having to drag in a binder full of papers."

### Agile Implementation, Significant Benefits

With CT Mobile, Alimera found the agile implementation methodology they were looking for:

- 1 Simple integration**  
with Maps and other key Salesforce applications
- 2 Remote detailing,**  
included with CT Mobile as an embedded module
- 3 Simple configuration changes**  
via Salesforce Lightning
- 4 Unlimited flexibility**  
to define affiliations between accounts and contacts
- 5 Three-year cost savings of more than \$70,000**  
in license & support fees

“Between the ease of configuration and the time and money we've saved on support, CT Mobile has been a great solution. Implementation was smooth, the team from CT was really helpful, and we've been able to increase productivity and visit efficiency.

—Kotaro Sai, Sales Operations and Analytics Manager, Alimera Sciences