

Igniting Growth and Closing Deals



Moving from home-grown pharmacovigilance processes to Oracle Argus made Crown CRO instantly more competitive in its pursuit of a global growth strategy and full-service support for larger customers.

+ The Challenge

Founded in 2005 and headquartered in Finland, Crown CRO has grown steadily as a provider of clinical trial management services across Europe, currently contracted across more than 100 trials primarily focused on central nervous system and oncology studies. As it grew globally, Crown CRO wanted to become a more full-service provider to its customers and meet their needs for large Phase III trials with complex global pharmacovigilance requirements. While Crown CRO had developed its own internal systems to manage pharmacovigilance for smaller trials, those systems relied on spreadsheets and paper records that were time consuming to manage and impossible to scale.

+ The Implications

As Crown CRO looked at customer requirements for larger studies, the company knew it could not continue to use its existing pharmacovigilance process. "It became apparent the manual labor would be horrible," said Timo Toivonen, vice president, services for Crown CRO.

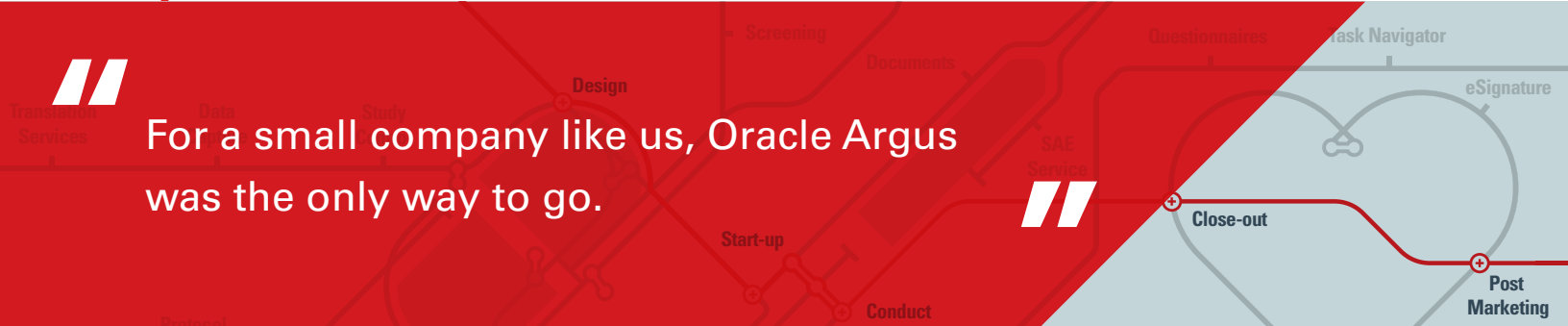

It was also clear that larger customers would require the use of a recognized, automated, and industry-standardized safety solution. With timelines and resourcing for large trials critical to success, and with RFPs in hand from several potential customers, the company needed to transition rapidly to a new solution.

Global compliance and managing large Phase III trials was impossible with paper and spreadsheet systems.

With the rapidLIVE pre-packaged implementation of Oracle Argus from partner, pharmaSol, Crown CRO was able to deploy the solution two weeks ahead of plan.

+ The Solution

After looking at several options, Crown CRO chose the Oracle Argus platform for a variety of reasons. First, Oracle Argus offered the company a solution that supported all of Crown CRO's global compliance requirements in an efficient design. Second, many of Crown CRO's team had experience with Oracle Argus, allowing them to be productive quickly. Finally, with Oracle Argus, Crown CRO could take advantage of rapidLIVE, an accelerated, pre-packaged implementation approach from Oracle Health Sciences partner, pharماسol, that significantly reduced deployment times. "When we looked at price, at compliance, at reliability, and that we would be ready to go that quickly, it was an easy selection," Toivonen said.



For a small company like us, Oracle Argus was the only way to go.

+ The Results

Crown CRO shifted to Oracle Argus in less than four months. The company completed the implementation and training two weeks ahead of the planned schedule.




Offering Oracle Argus to its customers has already paid dividends for Crown CRO. It signed one of its largest customer deals soon after implementing Oracle Argus because the company was able to meet a key RFP requirement. "When you have Argus, you know you can handle everything from small Phase I to large Phase III and IV trials," Toivonen said. "When sponsors ask how you are going to handle large masses of data easily, and you say you have Argus; that helps a lot."

Oracle Health Sciences breaks down barriers and opens new pathways to unify people and processes, helping to bring new drugs to market faster.

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