

IMS Health acquires 360 Vantage

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Singapore: IMS Health has acquired 360 Vantage, a leading provider of cloud-based multi-channel customer relationship management (CRM) and closed loop marketing technologies, to further extend its commercial software-as-a-service capabilities for life sciences and healthcare organizations around the globe. Bringing together 360 Vantage's best-in-breed technologies with IMS Health's market-leading healthcare information, analytics, managed services and technology solutions will enable clients to more effectively engage with their customers while reducing overall spend.

The combination of IMS Health's global footprint and 360 Vantage's CRM applications accelerates the delivery of mission-critical, connected insights across sales and marketing organizations. Vantage's scalable technologies are built on the Salesforce.com platform and integrate key commercial processes. Capabilities include a mobile-ready, life sciences-optimized CRM platform with social media tools, customer analytics and reporting, and configurable training & testing.

Vantage become part of IMS One, the company's commercial platform that combines IMS Health and third-party data for sales, marketing and performance management activities. IMS One provides insights and services through the cloud, enabling clients to benefit from lower costs, faster implementation and increased speed to insight. This acquisition, along with IMS Health's recent acquisitions of Appature and Semantelli, expands the company's growing portfolio of SaaS solutions that help organizations plan, execute and assess customer engagement activities across digital and traditional channels.

Mr Chris Nickum, president, Commercial Effectiveness Services, IMS Health, said that, "For life sciences and healthcare companies today, the issue isn't a lack of information. The challenge is in connecting and managing it, and generating real, actionable insights for the business. With this acquisition, we are building capabilities to give organizations greater insight about customer interactions across multiple channels and touch points, and to help them streamline their commercial processes for improved return on investment (ROI). Through a seamlessly integrated view, they can better analyze data, visualize opportunities and drive measurable gains in performance."

Mr Mario Martinez II, founder and CEO, 360 Vantage, said that, "Leading life sciences and healthcare organizations place a high value on the ability to get a 360-degree view of every aspect of their business, so they can make informed decisions based on real-time information and analysis. Together, we will deliver innovative, next-generation solutions to address the challenges and opportunities of the global marketplace in this increasingly digital world."