



Endo Pharmaceuticals moves ahead with Morse mobile solution

Revolutionary wireless technology
links company's decision-makers
to core business applications

Key Benefits:

- Business decisions can be actioned remotely
- No more delays in purchase requisition approvals
- Business efficiency has improved
- Easy-to-use solution needs no special training



Endo Pharmaceuticals is a market leader in pain management, engaged in the research and development, marketing and sales of branded and generic pain management treatments. Endo's sales force of just under 700 targets physicians, retail pharmacies and other healthcare professionals.

The company has embraced the culture of mobile working, and senior professionals need to be able to stay in touch with the business while they are travelling internationally.

Integrated communications

Like many successful enterprises, Endo Pharmaceuticals has invested in SAP ERP systems to manage its business. It has also equipped staff with BlackBerry devices, so they can handle email wherever they are and keep in touch with colleagues and clients.

However, until recently, integrating these separate investments in SAP and wireless communications was a considerable challenge, and it had been impossible to access the rich business functionality of SAP via the BlackBerry handsets.

A core business process, such as dealing with purchase requisition approvals, was therefore being held up while the appropriate manager was travelling between client meetings, or en route to Business Partners.

In a company like Endo, where clearly-defined spans of control mean requisitions need to be signed off by a small number of individuals, these delays were becoming a management issue.

Extra flexibility

The fact that managers' mobility was holding up the decision-making process came up in a review meeting between Endo and Morse, which has an established relationship with the company and has provided technical resources, support and consultancy to Endo executives for several years.

Endo was about to embark on an SAP upgrade and Morse demonstrated that by implementing a revolutionary piece of technology – already used by Morse – the company could integrate the flexibility and mobility of BlackBerry with the power and reach of SAP.

The Morse BlackBerry solution, using Sky Technologies' Sky Mobile Business Framework for BlackBerry, was piloted by a small group of project managers and is now being rolled out to a wider group.

Endo's decision to become an early adopter of this technology is giving managers easy, wireless access to SAP-based applications, so decisions can be made and actioned in minutes rather than days.

More efficient

Within Endo, the process to buy goods or services from a supplier leads SAP to trigger an email to a senior manager seeking approval for a purchase requisition. However, managers not logged into the Endo system via their laptops would not have been able to respond and there could be a considerable time lag between a requisition going in – and a decision coming back.

"As our executives are travelling more and more, we needed to find a way round this," says Colin Carson, from Information Management at Endo, who is also a member of the project team implementing the solution. "Now, managers can make these decisions without even going into SAP. While they're at an airport, visiting another company, or waiting for a meeting to start, they can use their BlackBerry to respond, which is making the business more efficient.

"We are saving time, but just as importantly, we've given our executives something which is very easy to use. There's no special training, and so rolling it out will be very straightforward. At some point in the future, we may consider extending the scope of the project to include other core business processes."

Following the initial discussions with Morse, a pilot was up and running within a week and the user community was extended to around 12 executives within a month. The solution was then rapidly deployed across a network of around 200 BlackBerry users.

Central control

The Morse BlackBerry solution was extremely cost effective to implement, as it became part of a planned SAP upgrade. As well as the benefits to the individual managers, the company also appreciates the fact that, as business requirements and processes change, users don't have to take their handsets to a central location for a software upgrade.

Applications can be modified centrally and then 'pushed out' across the entire network of users, which cuts the time and costs involved in making changes.

The Morse solution can be scaled to suit companies of any size, from the small and mid-size company to a large enterprise, and it can be implemented on any mobile device – not just the Research in Motion (RIM) BlackBerry handheld.

By extending the SAP functionality to the point where the business transaction actually takes place – it can speed up business processes and make much more effective use of the remote workforce's time.

No network - no problem

A key differentiator of the Morse BlackBerry solution is that it seamlessly integrates with SAP, so there is no need for middleware and extra support from the company's IT department.

Importantly, users can still carry on working even if there is no network available. A store-and-forward functionality ensures that once connectivity is re-established – when the BlackBerry device comes within network range again for example – pending transactions still reach the SAP system.

"The solution was very easy and quick to implement, as a Morse consultant who lived close to Endo in Philadelphia spent time with us in the office and then supported us remotely as we put the pilot in place. The way we worked with Morse was very collaborative and we were pleased how easy it was to put the agreement together."

Colin Carson, Information Management at Endo

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