



AIIM helps Wyeth Pharmaceuticals do more every day by ...

Understand

Wyeth Pharmaceuticals wanted to provide an online distributed sales and marketing Literature to leverage best in class technologies, streamline processes and improve cycle time for delivery of promotional literature to its sales force in Canada.

Evaluate

AIIM worked with Wyeth to understand the companies unique challenges to deliver promotional products to its sales team and the business rules required to provide Wyeth management with tools to monitor activities.



Wyeth (NYSE:WYE) is a global leader in prescription pharmaceuticals, non-prescription consumer health care products, and pharmaceuticals for animal health. Wyeth's products are sold in more than 145 countries, and its product portfolio includes innovative treatments across a wide range of therapeutic areas. Wyeth's worldwide resources include 50,000 employees, manufacturing facilities on four continents.

Outsourced Fulfillment	Cycle Time Reduction	Best in Class Workflow Solution	Online Webstore
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Manage

AIIM's evaluation revealed that Wyeth would benefit from best in class printed product fulfillment of literature using AIIM's Fulfillment model and the OMS module of **aiim•CONNECT**.

The solution required:

- An online web store
- Compliance with government regulations on expiry of literature

A tool with:

- Push/Pull capabilities
- Integrated business rules

Measure

AIIM helped Wyeth with the delivery of an OMS (Order Management System) a module of **aiim•CONNECT** which reduces the cycle time of products being distributed to the Wyeth sales force. Wyeth project team members were presented "The President's Award for Innovation and Quality" for the OMS system. This relationship met and exceeded its objectives to deliver an easy online web order management system and efficient scalable fulfillment model to deliver sales and marketing literature.

