

# case study

## Novartis Farmacéutica

Saba® Instrumental Part of Novartis Farmacéutica's Training Improvements

### Solution Overview

**Industry — Pharmaceuticals and Healthcare**

#### Challenge

Improve the efficiency and cost-effectiveness of its training program, which was heavily reliant on paper-based communications and disparate file types for data collection and storage

#### Benefits

- Supports core values of building a workplace that supports professional development
- Reduces the costs and inefficiencies of managing training
- Able to reach more employees with the right information at the right time
- Simplifies tracking of who has been trained on what and when as well as development needs
- Makes it faster to review results of evaluations and take necessary action
- Supports development and maintenance of internal communities

#### Solution

Saba® Learning Suite  
Saba® Rapid Deployment

Novartis Farmacéutica, S.A. de C.V. is the Mexican division of Novartis Group, a \$5 billion world leader in the research and development of products to protect and improve health and well-being. Novartis Group is headquartered in Basel, Switzerland and employs about 78,500 people in over 140 countries.

*“ Before Saba, it took up to 200 hours and about \$5,000 to set up a training course. Since implementing Saba, we can set up a course in only five hours for about \$60. ”*

Karina Rodriguez, Corporate University Leader  
Novartis Farmacéutica

#### Supporting Companywide Mandated Training

All corporate training for Novartis Farmacéutica is run through the Corporate University, managed by training leader Karina Rodriguez. Rodriguez is responsible for meeting the annual employee training requirements throughout Mexico, from core and technical competency training to product training.

In addition to meeting internal training requirements, Novartis Farmacéutica must comply with government training regulations for technical competency and security. The company must present annual reports to the government detailing compliance.

Prior to implementing Saba, Novartis Farmacéutica had no online training. Novartis Farmacéutica now uses Saba Publisher to develop e-learning content and transform its training program into a blend of classroom and Web-based training. “Currently about 30% of our training is offered online. We are in the process of using Saba to grow that to at least 50%,” said Rodriguez.

#### The Need for Automation

Prior to deploying Saba, all aspects of training were handled on an ad hoc basis. “This made training time-consuming and costly. Because we

could not support online training, all of our training was done in person or via paper-based systems,” said Rodriguez.

“Reporting was a real problem for us. We would receive reports in various formats, including Microsoft Word and Excel files,” explained Rodriguez. “Because we had so many disparate sources of information, it was difficult to follow up on the training or to track development needs.

“In addition to our challenges with reporting, we were spending too much time and money managing training and distributing materials. For some regions, we were producing and mailing printed materials as well as CDs,” said Rodriguez.

### Saba Selected to Improve Training

To improve the efficiency and cost-effectiveness of its training, Novartis Farmacéutica decided to implement Saba Learning. “Our United States counterparts had very good results with Saba and highly recommended the solution. In addition, our own analysis of the available options showed Saba to be the clear leader. Not only did it provide the functionality we needed, but it was also very cost-effective in terms of cost per license,” Rodriguez said.

“Like Novartis Pharma in North America, we use the Saba system in Mexico to improve the skills, knowledge and productivity of employees. The Saba solution supports our core values of building an exciting workplace in which people can realize their professional ambitions and where cutting-edge technologies are applied,” explained Rodriguez.

### Rapid Deployment of Saba

Novartis Farmacéutica implemented Saba in just six weeks using Saba’s Rapid Deployment Package and the comprehensive implementation services of a local Saba alliance partner. “Today, Novartis Farmacéutica uses Saba Learning Suite to reduce the costs and inefficiencies of managing training and to reach more employees with the right information at the right time,” Rodriguez said.

### Streamlining Reporting and Administration

Since implementing Saba, Novartis Farmacéutica has been able to consolidate its training-related data into a single database. “Before Saba, we had to manually consolidate information from a variety of sources to provide accurate

reports. With everything we need in one place, reports are quick and easy to create,” said Rodriguez.

“Saba also helped us streamline enrollments. With online enrollments directly into Saba, it is much easier to track who has been trained, on what topics and when — as well as to track development needs,” Rodriguez said.

### Assessments Made Easy

As part of its “Customer Month” program, Novartis Farmacéutica managers and directors accompany sales representatives into the field to meet with doctors and hospitals. “Saba allowed us to significantly improve our ‘Customer Month’ program by having all assessments completed and stored within Saba, using a single interface. All details about the meetings, including evaluations of the doctors and hospitals, responses to the product and how the sales representative performed, are quickly and easily gathered and aggregated. It is now much faster to review results, generate reports and take necessary action,” said Rodriguez.

### Communities and Communication

Saba also enabled Novartis Farmacéutica to develop and support internal communities. “We use Saba as a key part of our training follow-up to keep participants engaged and connected. Our Saba-supported community activities include forums, sharing articles and discussions. Community participants have a central point of contact to share information and discuss issues,” Rodriguez explained. “We also use Saba to make a wide range of resources available, including an internal magazine focused on management and organizational issues, named ‘e-spacio.’ It is updated quarterly and Saba has really simplified and expedited distribution and access of this publication.”

### Saba Delivers Quantifiable Results

“Saba not only improved the administration and implementation of our training by making everything from enrollment to deployment much faster and easier, but it also delivered quantifiable results,” said Rodriguez. “Before Saba, it took up to 200 hours and about \$5,000 to set up a training course. Since implementing Saba, we can set up a course in only five hours for about \$60,” concluded Rodriguez.