



# Zambon Maximizes the Value of Their Distribution Partnerships with Inova

## The Company

Zambon is a multinational pharmaceutical and chemical company that focuses on *innovating cure and care*. The company is well-established in 3 therapeutic areas: respiratory, pain and women's care. Additionally, Zambon is currently pursuing a new challenge: working on the treatment of specialties and rare diseases, such as Parkinson's disease, Cystic Fibrosis and ALS.

Zambon has about 2,700 employees and has affiliates in 20 countries.

## The Solution

The Distribution department looked for a solution that would both support their specific processes and make it easy to store, find and share information. Inova was already successfully used by Zambon's BD&L team and thanks to its experience in life sciences became a valid option for the team. With just minimal configuration, the partnering technology was tailored to their needs and procedures.

## The Challenge

The Zambon Distribution's mission is to maximize the availability and sales of well-established brands through distribution partnerships in locations where the Company is not present with an affiliate. Once a contract has been signed, the Distribution team is also responsible for managing and maximizing the value of the partnership. All these activities generate an enormous amount of information that could not be handle with Excel and shared folders. The team needed a better way to share, organize and leverage their data.

## The Benefits

Inova centralizes key information such as market data, distribution agreements, marketing materials, sales numbers and expectations. Using Inova's workflows and reviews, Zambon Distribution can efficiently track and evaluate new opportunities. The team also uses Inova to manage their agreements with partners, overview their activities, spot promising opportunities, maximize the value of their partnerships and stay aligned with strategic goals.

## The Story

Zambon is a multinational pharmaceutical and fine-chemical company that focuses on innovation and development with the aim to improve the quality of people's health and patients' lives. Based on a valuable heritage but strongly focused on the future, its goal is to improve people's health through the development of innovative and quality medicines.

Zambon products are commercialized in 87 countries. The company has 20 subsidiaries in three different Continents – Europe, America and Asia – and owns manufacturing units in Italy, Switzerland, France, China and Brazil.

The company today has a strong focus on the treatment of rare diseases such as Cystic Fibrosis and ALS, and specialties, such as Parkinson's disease, and it's well-established in 3 therapeutic areas: respiratory, pain and women's care.

Zambon was established in 1906 in Italy and today counts around 2,700 employees all over the world.

For details on Zambon please visit [www.zambon.com](http://www.zambon.com)

In locations where Zambon and its subsidiaries are not present, the Distribution team searches for, evaluates and manages partnerships to distribute Zambon's products. For example, when entering a new territory, the Distribution team looks for the right partner to expand their well-established brands. This typically requires gathering and analyzing information about the market and the companies present, before deciding which company is the best fit. From there, they decide which products to include in the partnership. However, the Distribution team also manages opportunities with existing partners, for instance, if the partner is willing to expand their product portfolio or the territories they cover.

Once a contract is signed, the Distribution team tracks and manages the agreements and partner relationship. Zambon chose Inova to manage their partnering activities and to leverage their data.

## A Clear Overview of All Their Activities

Inova puts all the Distribution team's partnering information in one place including contacts, meetings, emails and documents. By centralizing their information, the Distribution team has a clear overview of all their activities and know exactly where they stand with each partner and opportunity. For example, the Distribution team can quickly determine which partner is the most reliable, has the biggest turnover, is the right kind of specialist and more.



**Claudio Veronesi**  
European Distributors Business Manager  
Zambon

“Inova puts the information I need at my fingertips, helping me decide which partner is the best fit for my product portfolio.”

## Evaluating Opportunities Efficiently with Workflows Designed for Distribution

The Distribution team uses detailed workflows, including due diligences & reviews, to evaluate opportunities. In one glance, the Distribution team sees the status of the opportunity as well as the next steps and on-going activities. A standardized workflow keeps the team aligned and ensures that everyone is following the same process.

All information remains attached to the opportunity for easy referral in the future. For example, if an opportunity is declined, the Distribution team can quickly check the review to learn why.

## Maximizing Value through Alliance Management

Once a contract is signed, it is up to the Zambon team to manage and maximize the value of each partnership. Inova helps to centralize key information such as sales data, market data, marketing plans and marketing activities. With a full history of their interactions, discussions and agreements with their partner in one place, the Distribution team is able to evaluate the partnership and maximize its potential.

### About Inova

Inova accelerates partnering for the future of medicine. Our cloud-based solutions help life science companies manage their biopharma opportunities more efficiently. They find all their partnering information in one place, track their deals and alliances easily and report on their pipeline and activities in seconds.

We have also developed strategic partnerships that make data from the 20 biggest biopharma events automatically available in Inova, providing our users with always up-to-date company and contact information.

Over 150 life science companies, including 50% of the top 50 pharmaceutical companies and many midsize pharma and innovative biotechs already use Inova.

We are headquartered in Lyon, France and operate offices in Denver, New York and Tokyo. For more information, visit [www.inova.io](http://www.inova.io).