

Success Stories - elandas

Developing Life Sciences Sales and Marketing Technologies



A small company named elandas in Saint John, New Brunswick is providing technology solutions for some of the biggest pharmaceutical companies in the world.

Specifically, elandas creates solutions for sales and marketing teams for pharmaceutical, biotechnology and medical device companies that support their need to integrate data and personalization into their marketing efforts.

The company serves dozens of clients in the United States where its systems support the need for data analysis in a highly privatized healthcare system. It's important for elandas' clients to be able to share with doctors how a drug gets covered; doctors care how much the patients have to pay out of pocket, and that affects their prescribing position. Products developed by elandas help the companies analyze and capture information around how the drugs are covered and how their competitors' products are covered. That information is then quickly put into sales materials that can be shared with doctors and other decision makers.

eGenerate – Customized marketing materials at your fingertips

The company's newest product is eGenerate, a mobile sales enablement tool. Using elandas eGenerate, a sales representative can meet with a doctor, insurance company, or any other type of customer and have all of the relevant marketing materials on his or her iPad tailored specifically for that customer's unique needs or demographics.

Already elandas has several of the top pharmaceutical companies in the world as clients, and the company has strategic plans for further growth. From analyzing the buyer's journey to ramping up advertising through social media platforms, elandas is finding ways to drive brand awareness, generate leads and shorten the length of the sales cycle.

Coming soon - a brand new suite!

In the coming months, elandas will be launching a new suite simply called "elandas" which integrates three of the company's most successful products plus the eGenerate mobile sales enablement on an easy-to-use platform. It is highly customizable and fills a gap that exists in healthcare product industry for technology that can adapt to changing needs.

For more information on elandas, visit: www.elandas.com.