



Global Registration Made Easy

Registrations managed globally, ensuring compliance with lower costs and risk

We continue to work with the customer based on the real difference our project made- not only did it transform processes; it also underpins a strong period of growth in their organisation.

Madhura Godbole, Project Manager



Our Client

A global brand and the UK's number one Vitamin company, the only company of its type to win the Queen's Award for Innovation.

To support a strategic growth strategy they required a transformational approach to improving their business processes and operations.

Industry Solution

With a 10 year history of working with pharmaceutical businesses, we have built a powerful solution to the problem of managing global registrations.

Now businesses can stay on top of current and upcoming renewals, avoiding unexpected lapses and ensuring rigorous compliance.

THE CHALLENGE

A global brand in the formulation and sale of a range of vitamin and healthcare supplements dealing with complexities in country-based regulation, multinational sales & distribution and fast paced R&D cycles.

They had thousands of product Trademarks and Registrations managed via an old homegrown legacy solution supported by a range of manual processes and coordination. This resulted in slow response times, duplication of efforts, unnecessary overheads and higher costs, as well as an ongoing risk of unplanned expiry of certifications.

THE SOLUTION

By using an industry tailored solution built on SharePoint by Mercurius, they were able to address these challenges quickly with immediate improvements to the process.

Manual processes and the legacy system were replaced with a system specifically tailored to the unique requirements of their industry.

THE RESULTS

Users can now access all the information and actions related to every step of the Trademark and Registration process in one place with significantly less effort and risk; improving the processes and increasing overall organisational productivity.

BENEFITS

- ✓ Reminders based on the time to renewal set by country or product type
- ✓ A dashboard showing the status of all open and upcoming applications and renewals
- ✓ Documents, certificates and trademark images all controlled with versions and history
- ✓ An audit trail with a record of the actions taken, by whom and when





OVERVIEW

Since different countries each have their own set of restrictions on product formulation and registration, the business had a significant number of registration documents and activities to manage.

Added to this each country also has their own process for registration and these, in turn, have a variety of regulations around the renewal process.

Inevitably this all resulted in huge amounts of administration, paperwork and coordination. With an ageing homegrown system, there were also a number of workarounds which had grown independently outside the system over time which were neither connected nor effectively coordinated.

AN INDUSTRY SOLUTION

The solution is based on a portal concept providing an environment where the entire business can manage its complete product range by family, category and type.

This is integrated in a way which also allows a country-based view to be created such that a hierarchy of products by country can be maintained; tracking all products in that country by trademark and registration.

The solution also allows users not only to manage the process of initial registration and renewal, but also to set alerts on a range of criteria designed to ensure that no trademark or registration expires unexpectedly, but without overloading the users with repetitive and ongoing reminders.

Added to this is a range of dashboards enabling managers and directors to easily see the status of all applications and registrations, both pending, in progress and behind schedule.

Overall Key To Success

The customer has gained a cost effective answer to their industry-specific challenges.

With SharePoint, they have an 'Out Of The Box' approach which is scalable, extensible and secure.

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