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PHARMARON

case study



Industry: HLS



Products Used: Sales Cloud

Company Overview

Pharmaron is a premier life science service provider offering comprehensive research, development, and manufacturing services across the drug discovery, preclinical, clinical development, and commercialisation processes. With a commitment to supporting partners in bringing innovative medicines to market, Pharmaron operates globally, delivering high-quality services to the pharmaceutical and biotech industries.

Challenges

To enhance efficiency and streamline sales, Pharmaron sought to unify its Salesforce® platforms:

- **Expanding Global Capabilities:** With the US and UK operating on separate Salesforce® instances, merging them into one platform would unlock seamless data sharing and improved collaboration.
- **Enhancing Visibility:** A centralised reporting system would provide a clearer, comprehensive view of sales performance across regions.
- **Future-Proofing Growth:** A unified Salesforce® setup would ensure scalability and agility, supporting Pharmaron's continued expansion and innovation.

Solution

Mint® supported Pharmaron in its unifying of Salesforce®:

- **Strategic Discovery:** Mint® collaborated with key stakeholders to understand business needs and dependencies.
- **Salesforce® Migration:** A structured approach was taken to merge US data, processes, and automation into the existing UK instance.
- **Process Optimisation:** Standardised sales workflows improved consistency across global teams.

Results

- **Unified Platform:** A single Salesforce® instance streamlined global sales operations.
- **Improved Efficiency:** Automated processes reduced administrative overhead.
- **Better Decision-Making:** Leadership gained real-time, data-driven insights.
- **Scalable Solution:** The optimised system supports Pharmaron's continued growth.



"Mint® knew exactly what we needed and handled everything seamlessly. Now, we've got one global Salesforce® setup that just works—and works well."

Kelly Merroth, Marketing Manager

Conclusion

By partnering with Mint®, Pharmaron transformed its sales operations, creating a seamless, integrated Salesforce® platform that enhances efficiency, visibility, and scalability. With a unified system in place, teams across regions now have a clear, real-time view of sales performance, improving collaboration and decision-making at every level. As Pharmaron continues to grow, its Salesforce® provides the agility and insights needed to support innovation and drive global success.

Ready to unify your business processes with Salesforce®?

Contact Mint® today:

+44 (0) 800 032 2840

hello@mintcrm.co.uk



To learn more about how Mint® can help transform your Salesforce® experience, scan the QR code to visit our website.



PARTNER