

F. HOFFMANN-LA ROCHE AG

“The flexibility of message master® lead to an extraordinary fast and seamless integration of SMS messaging into the IT environment of Roche.”

Thomas Stern, F. Hoffmann-La Roche AG



Background to customer

La Roche is a leading healthcare company with a uniquely broad spectrum of innovative solutions. For more than 100 years, Roche has been active in the discovery, development, manufacture and marketing of novel healthcare solutions. Roche's products and services address prevention, diagnosis and treatment of diseases, thus enhancing well-being and quality of life.

Challenges and business issues faced

La Roche wanted to enable employees to exchange information via SMS with colleagues, partners and customer. A further requirement was the powerful and reliable transmission of a large number of SMS messages.

Derdack product that was selected

La Roche selected Derdack's message master® Enterprise Alert as it fulfilled all the requirements.

How/where the product was deployed

message master® seamlessly integrates into any existing IT-environment. It connects directly to the SMSC of Swisscom. In case the SMSC is not available, an alternative dial-up connection via GSM-modems to the SMSC serves as back-up solution. In order to allow La Roche to continuously monitor SMS transmission, message master® was implemented with message and transaction logging options. All inbound and outbound messages including their respective status are saved in a logging server database.

message master® enables every employee to send and receive SMS messages using their

standard e-mail program. E-mails are transformed into SMS messages and forwarded to mobile recipients on the road. The recipient of the message simply replies by returning an SMS message that is delivered as e-mail to the initial sender.

What business benefits has the client enjoyed as a result

With the deployment of message master® Enterprise Alert the company received a powerful software solution. La Roche increased mobility and efficiency for more than 60,000 employees and benefits from a ready to use two-way SMS solution for mobilizing communication of colleagues, partners and customers. This leads to increased efficiency and productivity allowing a very fast ROI (Return On Investment) of the message master® solution. La Roche benefits from significant internal cost and time savings.

The E-mail-to-SMS gateway with La Roche was deployed in only 24 hours. message master® convinces through reduced complexity and an easy-to-handle user interface.

The solution guarantees highly reliable message transmission by offering features like automated failure recovery. Additionally, La Roche's system includes a so-called fallback solution further securing message transmission. If the system cannot establish a direct link via the Internet to the SMSC of Swisscom, a dial-up connection via UCP can be used.

message master® has successfully been implemented with several thousands of customers around the world and has been conti-

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F. Hoffmann-La Roche AG,
Switzerland

Industry:

Pharmaceutical

Derdack product:

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Alert

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uously adapted to fast changing technologies and demands. message master® is easy to install and convenient to configure which leads to low maintenance efforts and costs, guaranteeing a low TCO (Total Cost Of Ownership) of the solution.

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Derdack is an independent software vendor offering mobile messaging platforms and notification workflow software. Derdack’s premium products provide clients with unsurpassed service innovation and business continuity. Derdack is recognized for its intuitive yet inspiring software products and has customers in over 50 countries worldwide.

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