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MA Case Study: Supporting Pharmascience's CRM Modernization and Business Transformation

Partnership Timeline

- **Initial Engagement (2023)**

MA began supporting Pharmascience by providing specialist Salesforce and Veeva CRM professionals. Following the success of these initial placements, MA became a primary provider of external technology talent, helping maintain and strengthen the company's existing CRM environment.

- **Partnership Expansion (2024)**

The relationship expanded beyond talent delivery into wider project and infrastructure support. MA increased its consultant base, secured contract extensions for existing professionals and began supporting the early stages of Pharmascience's CRM modernization programme.

- **Strategic Partnership (2025–Present)**

MA supported Pharmascience's transition from legacy CRM processes towards a centralized Salesforce and Life Sciences Cloud ecosystem.

Its role grew to include CRM management, Salesforce modernization, reporting, implementation support, resource planning and budget alignment, establishing MA as a trusted technology partner to Pharmascience and its subsidiary, Norwell.

Client Overview

Pharmascience is one of Canada's largest pharmaceutical companies, developing, manufacturing and distributing pharmaceutical products worldwide.

Since 2023, Montreal Associates (MA) has supported Pharmascience with specialist Salesforce and Veeva CRM talent. What began as a resourcing relationship has evolved into a broader strategic partnership encompassing CRM modernization, project delivery, reporting and implementation support.

Through this collaboration, MA has helped Pharmascience strengthen its technology capabilities and progress towards a more integrated, scalable operating environment.

Latest Business Objective

To modernize Norwell's (Pharmascience's subsidiary) legacy Salesforce environment and give field sales teams a faster, more connected way to manage pharmacy visits and orders.

Latest Challenge

Norwell, a subsidiary of Pharmascience, was operating a heavily customized legacy Salesforce system that was no longer sustainable. Field representatives recorded pharmacy requirements manually, then returned to their laptops or the office to prepare reports and initiate orders, limiting efficiency and management visibility.

The transformation also had to navigate strict procurement thresholds and a constrained budget. Norwell's original requirements exceeded the available investment, while new feature requests continued to emerge. Pharmascience needed a partner capable of controlling scope, aligning expectations and delivering the programme in commercially manageable phases.



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Delivery Approach



Discovery and requirements alignment

- Worked with Norwell and Pharmascience to define priorities, assess the legacy environment, and align the programme and skills required with budget and procurement constraints.



Specialist staffing, scope and contracting

- Built a delivery team combining Salesforce and Consumer Goods Cloud specialism with established knowledge of Pharmascience's technology environment.
- Structured the programme into manageable phases aligned with budget, procurement processes and approval thresholds.



Platform and mobile implementation

- Implemented Consumer Goods Cloud and created a mobile workflow for representatives to manage pharmacy visits, review products and place orders.



Workflow automation and go-live

- Connected order creation and fulfilment processes, tested the solution with field users and incorporated feedback before launch.



Contract extension and optimization

- Extended the lead solution architect's contract for a further year to maintain continuity, support adoption and deliver ongoing platform improvements.

Technologies & Specialist Profiles Supported

Technologies supported

Salesforce Consumer Goods Cloud, Salesforce CRM, Veeva CRM.

Profiles contracted

Solution Architects, Salesforce Administrators, CRM, Data & Reporting Specialists, Salesforce Developers.

Partnership Highlights

- 20+ specialist placements delivered across Salesforce, Veeva CRM, data, reporting and implementation
- Improved visibility across commercial and operational activity.
- Long-term placements and contract extensions provided continuity throughout the modernization programme
- MA helped navigate complex procurement, budgeting and approval processes
- MA enabled Pharmascience to strengthen its foundations for a more connected, scalable and future-ready technology environment

Latest Results

50% faster pharmacy visits

Early user feedback indicated that field representatives could complete pharmacy visits in approximately half the previous time.

1 connected mobile workflow

Representatives can manage visits, review products, select SKUs and initiate orders from a single screen.

End-to-end process automation

Previously manual steps were connected; from capturing pharmacy requirements through to order creation and fulfilment.

Improved operational visibility

Norwell's leadership gained clearer reporting and greater visibility across field-sales activity.

Transforming complex pharmaceutical systems requires the right expertise, planning and delivery support.

Montreal Associates can help you access specialist tech talent and strategic project support to advance CRM modernization and wider business transformation initiatives. Planning a technology transformation? Speak to our team.

Contact our sales team