



ALKALOID SKOPJE

“This project’s successful completion in the area of Information Technology and Telecommunications of Alkaloid paved the way for the next stage planned – working on field with tablet devices in other subsidiaries outside Macedonia as well, and their synchronization with the head office”

Nikola Dimovski, Manager of the Information Technology (IT) Department.



About Alkaloid

ALKALOID AD Skopje is a company that for more than seven decades now is in the business of manufacturing drugs, processing botanical raw material, manufacturing cosmetics and chemical products.

Alkaloid AD Skopje is a joint stock company made of two profit centers: Pharmaceuticals and Chemicals, Cosmetics & Botanicals; and has one daughter company: Alkaloid CONS as well as 13 subsidiaries abroad (in Serbia, Montenegro, Kosovo, in Albania, Bosnia and Herzegovina, Croatia, Slovenia, Switzerland, Bulgaria, Romania, Ukraine, in the Russian Federation and USA).

Alkaloid has 1400 employees; with dominant part of the capital owned by private shareholders, out of which 5,05% are foreign investors.

www.alkaloid.com.mk

What Alkaloid needed?

From 1981 Alkaloid printed promotional materials and how time passed the effectiveness was lower.

In 2013 and the implementation of iPads, Alkaloid searched for a new and innovative way of digital presentations which would enable:

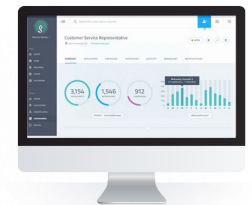
- Better visit preparation of reps
- Reduction of printing costs
- Flexibility and mobility of presentations
- Better targeting of doctors
- Measurable results

The Results:

With the usage of StoryPad, Alkaloid changed the marketing effectiveness dramatically. Some of the biggest results after 6 months usage of StoryPad where:

- Rich media content which is eye catching for the doctors
- Reduction of printing cost for 84%
- Reduction of costs of distribution of content and withdrawing the content for 100%
- Each call is now measurable and Alkaloid can change the marketing strategy on the fly
- Reps and field users are having all materials on the field

**“StoryPad maximized the usage of tablets and made our reps more effective!”
Nikola Dimovski, Alkaloid.**





20+ customers

15+ countries

8+ industries

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