

Decision Story Daptiv PPM



About FFF Enterprises

FFF is recognized as the most trusted distributor of biopharmaceuticals, plasma products and vaccines in the nation, serving over 80% of U.S. hospitals and supplying the nation's leading non-acute care group purchasing organizations. FFF is celebrating its 21st counterfeit-free year with more than a billion dollars in annual sales and a flawless safety track record. With its emphasis on patient safety, FFF has incorporated from the bottom up what the pharmaceutical industry struggles to enact from the top down – a secure supply chain.

Decision Stories – Why Daptiv?

Interview with Judi Fellmann, Marketing Technology Manager

What drove your company to look into collaborative business software? What were your motivations, and what were your business needs?

When I joined FFF Enterprises, we were using another web-based project management application within our marketing department. I was tasked with gathering feedback on that application and the overall consensus was that it was too cumbersome – there were multiple clicks and steps necessary to get things done. We hoped to find a solution that would have a cleaner user interface and simpler functionality. In addition, our Executive Team did not like the look and feel of our previous application.

What process did you go through to select a vendor?

Initially, we gathered a lot of feedback from team members such as what they liked and what they didn't like in addition to compiling their wish lists for an application that could handle all of their project needs. The next step was to research vendors online.

In addition to Daptiv, did you look into other collaborative business software providers? If so, which ones did you look into?

Yes, we looked into five different vendors, including Marketing Central, EMP Live and Daptiv. It came down to Marketing Central and Daptiv.

What do you like most about Daptiv (benefits of product, why Daptiv as a company is unique)?

We like that Daptiv PPM has a nice user interface and is simple to use. In addition, we like the fact that it's on-demand so you can take advantage of immediate access and regular product enhancements. We also like working with the people at Daptiv – our Account Executive and Solutions Consultant have both been wonderful and the iConfigure training has been excellent.

How do you hope to use Daptiv PPM?

We will use Daptiv PPM within our marketing department to gain greater visibility into projects and build out both customized and canned reports. Eventually, we intend to manage our trade show requirements using the software.