

CHAPEL HILL, N.C., Jan. 17, 2014 /PRNewswire/ -- As technology continues to evolve, companies are looking for ways to adopt processes and tools that will improve marketplace penetration. To that end, the iPad has become a popular tool for sales and managed markets teams at biopharmaceutical and medical device companies.

However, deploying iPads into the field requires significant planning, resources and training to make the investment a success. To identify best practices for deploying and integrating the iPad as an innovative [sales](#) tool, research and consulting leader Best Practices, LLC conducted a study that focused on issues of training, systems integration and application development for the iPad.

Likewise, given the expanding role of technology and the increased usage of iPads by Sales and Managed Markets teams, it's critical for organizations to measure the effectiveness of these new devices and to ensure they are creating value for both the customer groups and the internal teams. Consequently, the study also investigates the productivity applications organizations are utilizing to drive territory management and overall sales force effectiveness. In addition, the research provides insights into the monitoring and oversight that is necessary to ensure security and compliance of the iPad.

The 61-page report - [Deploying the iPad to Sales & Managed Markets Teams: Training and Effectiveness Benchmarks](#) - is focused on valuable metrics surrounding iPad field usage as well as the utilization of CRM and CLM software for increased productivity. Executives can use this study to better evaluate their iPad strategy while ensuring their security procedures will protect confidential information. The research findings provide industry metrics and insights that can serve as a reference point for sales and managed markets leaders as they seek to deploy and improve their usage of iPads in their groups.

Key topics addressed in this report include:

- Training for iPad Devices
- iPad Integration and Systems Development
- Productivity Applications for iPads

- Field Usage and Measuring Effectiveness
- iPad Security and Compliance
- Top Challenges and Keys to Success for Successful iPad Deployment

The research is based on the insights of 54 leaders from 45 companies. All participants share leadership and oversight of Sales, Training, and Commercial groups at their healthcare organizations. Best Practices, LLC analysts also conducted deep-dive interviews with five innovative companies to provide qualitative insights and "lessons learned" observations. To learn more about this report, download a complimentary report excerpt at <http://www3.best-in-class.com/rr1261.htm> .

For related research, visit our Best Practices, LLC Web site at www.best-in-class.com/ .

ABOUT BEST PRACTICES, LLC Best Practices, LLC is a leading benchmarking, consulting and advisory services firm serving biopharmaceutical and medical device companies worldwide. Best Practices, LLC's clients include all the top 10 and 48 of the top 50 global healthcare companies. The firm conducts primary research and consulting using its comprehensive proprietary benchmarking tools and analysis.

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