



Pssst ...
Taboo subject

Let's keep it private

The Cloud is sexy, without any taboos

Gynial GmbH

“Secure access to documents, everywhere
and any time - we think that’s gynial.”

Mag. Dietmar Wessely-Maad
CFO, Gynial GmbH

Industry insights

Many women still find it hard to talk about sexuality, birth control, intimate well-being and vaginal health. Nevertheless, these topics are gaining importance. In Austria, suppliers of generic and medicinal products serve their growing clientele with premium and innovative products, while facing considerable changes in the market. There are many reasons for this development: Increasing internationalisation as well as aspiring newly industrialised countries are creating strong dynamics in both markets. The procurement markets change, small budgets as well as high economic risks reduce the willingness to invest.

The pharmaceutical industry is also criticising the lack of efficiency and transparency in the regulation of products and refunds by health maintenance organisations. In the case of over-the-counter drugs, consumers are getting increasingly sensitive with regard to pricing. On the other hand, demographic developments ensure that the market for generic and medicinal products will remain very strong, as the 65+ group will gain in importance with regard to the size of this group.

Facing the increasingly aggressive competition and pressure in pricing on the one hand as well as the quite positive although tricky outlook into the future, the Austrian pharmaceutical company Gynial GmbH is optimistic. Flexibility, proven products and innovations in generic and medicinal products are Gynial’s strengths. The aspiring company is also strong in customer service, an increasingly important part of the business, as well as services in accordance with its products.

Up-to-date product information

Gynial’s sales force plays a major role in the commercialisation of the company’s wide product range. To ensure perfect presentations at doctors and pharmacists, all information on family planning, pregnancy, intimate well-being, skin and general well-being as well as all related accessories must be available in mobile mode and up-to-date. The health market is driven by

innovation. In this respect, it is essential to know that data is always available, that it is always safe, and to know where it is stored. “We decided on the Fabasoft Cloud for our outward appearance. The transparency in data storage as well as the high level of security, the quality of support and the European standards on data protection were the reasons why we decided to implement the data management system”, explains Mag. Dietmar Wessely-Maad, CFO, Gynial GmbH. With most other Cloud suppliers we didn’t like the fact that the data was stored abroad - in the United States, to be exact - or that it was transmitted via foreign networks”, adds Wessely-Maad to explain the main reason for Gynial’s decision.

The way into the Fabasoft Cloud

Gynial has been using the Fabasoft Cloud since January 2015. Implementation was quick and straightforward: “We set up our organisation, added the user accounts, and then organised our data step by step. It only took us a short time to get used to working with the Fabasoft Cloud, in particular the two factor authentication. If there were any questions or problems, the support team always helped us tremendously”, Wessely-Maad is satisfied.

Business in the Fabasoft Cloud

The Fabasoft Cloud is used by all of Gynial’s employees. They benefit from the great number of features of a full-scale document management system. Electronic records are stored securely and reliably, and can be read at any location. The data is stored in teamrooms. Access to teamrooms is only possible for those employees who are authorised to do so and who have logged on securely via two factor authentication. The Fabasoft Cloud also ensures that everybody is working on the latest version of a document. Instead of sending a document by e-mail and having to store and organise multiple versions on the workstation and on the server, a single link to the document is sent via the Fabasoft Cloud. This link can also be sent to external partners for collaboration. Optionally, the link can be secured by a password and be limited in time. Versioning ensures that every change to a document is automatically logged with a timestamp and the user’s ID. Any previous version of

the document can therefore be restored if required. This entirely eliminates the danger of overwritten documents, deleted or lost files. “Managing our daily business is much easier now. It’s a lot simpler to share documents. Versioning ensures that we do not lose any changes, always keep track, and have every file up-to-date”, explains Wessely-Maad. Up-to-date files are of particular importance to the sales representatives, who use their tablets to give product presentations directly from within the Fabasoft Cloud..

A positive conclusion

“The Fabasoft Cloud is a one-stop-shop. It’s easy to steer business processes, our sales representatives can give up-to-date product presentations everywhere, and thanks to the competent support team, our questions or problems are quickly dealt with. And - we feel safe. By knowing where our company data is stored, we are no longer afraid that our know-how is lost or intercepted by an intelligence service”, Wessely-Maad sums up.

About the company

Gynial GmbH is an Austrian pharmaceutical company that was founded in 2007 and has been operative since 2009. The Vienna-based business is primarily dealing with products for gynaecology, obstetrics and women’s health, as well as for women’s well-being. Generic and medicinal products available on prescription for birth control, family planning, pregnancy, intimate well-being & skin are the core of the company’s products. Gynial’s USP is to offer the most competitive product in the market, which also offers added value to the customer for example through particular galenics. The high-quality products are mainly produced in Germany at state-of-the-art factories. The lean team of 15 employees mainly consists of sales representatives, ensuring a maximum level of customer service. All pharmaceutical sales representatives have a solid training in the area of gynaecology to ensure that they are competent in giving information on the products and their indications. Scientific expertise is provided by university professors of gynaecology or experienced practitioners of gynaecology.

For more information see www.gynial.com