❝ We chose Atlassian's Jira Service Management Cloud to build our internal IT Help Service Desk. The adoption of Jira Cloud is key to our digital transformation strategy.

ZUELLIG PHARMA

60%
Of the Taiwan's market share

96%
The distribution of medicine to more than 96% of healthcare institutions in Taiwan

Zuellig Pharma's innovation in the cloud

Earlier this year, the Head of IT at Asia's largest pharmaceutical and healthcare services group, Zuellig Pharma, led a team to build a service cloud platform based on Atlassian cloud to meet the needs of different departments within the group. This helped increase overall employee satisfaction and improved the efficiency of teams.

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At Zuellig Pharma, the Atlassian cloud platform serves teams across the company as well as external clients, including:

- **IT service desks serving the entire company and external customers:**
  IT Help Service Desk services the company's employees, while the ZP Taiwan Service Desk allows external customers to submit requests.

- **Human Resources Team:**
  Jira Service Management Cloud collects information and feedback from employees, such as exit questionnaires for outgoing employees.

- **Maintenance Team:**
  Jira Service Management Cloud is used for the daily maintenance of records.

- **Quality Control Team:**
  The new system allows for near-miss reporting management e.g. a quality false positive triggers review.

- **Marketing Team:**
  Built a healthcare platform for cancer patients using Jira Cloud.

- **COVID-19 Crisis Management Team:**
  Established a COVID-19 reporting system using Jira Service Management.

Zuellig Pharma is Asia's largest healthcare services group, with offices in 13 countries in the Asia Pacific region. Zuellig Pharma Taiwan was established in 1988, and is now the largest healthcare services company in that country, with nearly 60% of the country's market share. Zuellig Pharma's customers include more than 60 international and local pharmaceutical and biotech companies, including a number of major pharmaceutical companies. Zuellig Pharma brings to market nutritional supplements, medical devices, and pharmaceuticals and is responsible for the distribution of medicine to more than 96% of healthcare institutions in Taiwan – a network of 24,340 medical centers, hospitals, clinics, and pharmacies.

Zuellig Pharma Taiwan's IT team has 11 employees who are responsible for IT maintenance and troubleshooting at five office locations, servicing nearly 800 employees, more than 900 computers, and over 40 application systems. Before adopting Jira Service Management, the team communicated with users via email or phone, or in person. But tracking progress and assessing workloads was a big challenge.

Innovation in the cloud

Given these challenges, Zuellig Pharma chose Jira Service Management Cloud to build their internal IT Help Service Desk.

The service desk is now an easy-to-use, one-stop self-service platform, offering users request forms for common IT services. These forms can be submitted online using a mobile phone, without the need of VPN access or separate login credentials. Jira Service Management automatically assigns open issues to our IT team members. Interaction and tracking takes place in the system platform, which significantly improves maintenance efficiency and user satisfaction.

Zuellig also uses the Dashboard feature in Jira Cloud to accurately measure the daily workload of the IT team. By gathering and analyzing this data, we've uncovered issues that had been overlooked in the past. For example, the team would spend a lot of time dealing with Active Directory issues – mainly helping users unlock and reset passwords. To effectively resolve this problem, they used a ScriptRunner post-function to call external APIs. Thanks to this feature, users can automatically unlock and reset their passwords by submitting a form, and up to 38% of all issues can be resolved without human intervention. This improvement was not only well-received by users, but also greatly reduced the workload of the IT team and improved overall efficiency.

Impact of COVID-19

Soon after the IT Help Service Desk was launched, company operations was hit by COVID-19. In response, the company implemented COVID-19 prevention measures such as partitioned offices and remote work options. The new IT system was particularly useful during this period, allowing employees to easily submit IT-related queries and requests at any time and from any location.

The team also used Jira Service Management Cloud to build an internal COVID-19 Reporting System that employees could use to access and submit forms (i.e. Travel History Survey, COVID-19 Footprint Survey, etc.) using their mobile phones. The subscription feature in Jira enabled the team to easily send important notifications to relevant personnel by email. These features have been of great help in the company's fight against the spread of COVID-19.

Company-wide implementation

The successful implementation of these services demonstrated the power and convenience of Jira Cloud to employees in all company locations. In a short period of time, the team at Zuellig successfully rolled out Jira Cloud to all departments across our company, including:

- **Quality Assurance Department:** Near-miss reporting forms, assisting colleagues in their daily quality assurance work.

- **Human Resources Department:** Collection of employee information and employee feedback (e.g. exit questionnaires) for data collection and analysis.

- **Manufacturing Department:** Daily maintenance of records, assistance in performance appraisals and continuous improvement.

- **CRM Systems for Customer Service Teams:** In cooperation with the Marketing department, the team used Jira Cloud to build a cancer patient healthcare system. This system helps customer service call centers handle case application forms, patients' personal information, contact lists, and much more. Using Jira Cloud, they were able to fully implement processes and functions for an efficient, lightweight and customized CRM system. Compared to Salesforce or Microsoft Dynamics, the team at Zuellig found that CRM systems based on Jira Cloud are lighter, easier to maintain, and easier to use.

Single sign-on

As their user base expanded, it became clear to the team that they needed to enable a single sign-on process. Using Atlassian Access's ADFS integration, the team effectively implemented SAML single sign-on, thus allowing users to log in using their Office 365 account to access all Atlassian Cloud products.

The service platform build with Atlassian cloud products has met business needs in multiple regions and for a variety of teams and customers - improving employee satisfaction and enabling teams to increase their efficiency.

The adoption of Jira Cloud was key to this pharmaceutical company's digital transformation strategy. By establishing standard forms and processes, Zuellig has created a more robust user experience and has made efficiency and automation a part of daily work.

To learn more about ITSM solutions,
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