



“Thanks to SumTotal Learn solutions, we can now deliver and track more information and training faster than ever before. Our people want the knowledge they need to do their jobs better and more quickly.”

Steve Wells, Learning and Performance Group Director, Pfizer

Business Challenge

Pfizer is one of the world’s largest pharmaceutical and health care products companies. More than 150 years old, it is a leader in the discovery, development and manufacturing of pharmaceuticals, vaccines, biotechnology products and non-prescription medicines.

Pfizer recruits between 700 and 1,000 new salespeople each year, with the total annual cost for new hire training exceeding \$10 million. Pfizer needed a standards-based learning management system (LMS) to accommodate legacy content developed in-house and content from third-party providers. In addition, Pfizer needed a highly scalable LMS to reach a large, widely dispersed workforce.

How SumTotal® Helped

Pfizer implemented SumTotal Learn: Enterprise and Content Versioning applications to develop a web-based blended learning program that incorporated content from a variety of sources—including legacy content—and could scale to accommodate thousands of users all over the world.

With SumTotal Learn, Pfizer can now track each new hire’s progress and district managers can schedule training so new hires become familiar with their districts immediately.

Key Metrics

\$4.7m \$4.7M saved in training costs

900% 900% increase in market share for one particular product

4.5:2 4.5 days of training reduced to 2

About Pfizer

Pfizer applies science and global resources to provide people therapies that extend and significantly improve their lives. Pfizer strives to set the standard for quality, safety and value in the discovery, development and manufacture of health care products. Its global portfolio includes medicines, vaccines and many of the world’s best-known consumer health care products. Every day, Pfizer colleagues work to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. As one of the world’s premier biopharmaceutical innovators, the company collaborates with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world.

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