

AmerisourceBergen Corporation

Introduction

This case study of Amerisource Bergen Corporation is based on a February 2017 survey of Pragmatic Institute customers by TechValidate, a 3rd-party research service.



“Product Management was a new discipline within the organization two years ago. The executive leadership team now understands the importance of this team and its impact on sales and relationship management.”

“Pragmatic Institute has provided a consistent, user-friendly methodology that has helped our team define our roles and responsibilities across the organization, which is leading to better collaboration and improved product commercialization.”

Challenges

- Took training courses from Pragmatic Institute in order to:
 - Increase strategic focus
 - Gain clarity in roles and responsibilities
 - Align with internal departments
 - Improve underperforming products
- Prior to training, AmerisourceBergen Corporation was experiencing:
 - Delays in product launches: Very often
 - Deals that were being heavily discounted: Very often

Company Profile

Company:
Amerisource Bergen Corporation

Company Size:
Fortune 500

Industry:
Wholesale Distribution

Use Case

- AmerisourceBergen Corporation employees have taken the following training courses:
 - Foundations
 - Market
 - Launch

About Pragmatic Marketing

Pragmatic Marketing offers courses in product management and marketing that are developed and taught by individuals who have worked within these functions at many of today's leading technology companies.

Learn More:

[Pragmatic Institute](#)

Results

- Pragmatic Institute training has helped AmerisourceBergen Corporation:
 - Gain a better understanding of product roles within their organization
 - Increase executive support for product efforts
 - Better align with internal teams
- Quantifiable results since taking Pragmatic Institute training are estimated at:
 - A reduction of rework of 25-49%
 - An improvement in their understanding of the market and its relevant problems of 50-74%