



## About organization

The Biotechnology and Pharmaceutical Industries Group, BioCubaFarma, constitutes a sustainable, efficient and competitive business organization that investigates, develops, produces and commercializes drugs, diagnostic systems, high-tech equipment and services based on technical scientific development. The company's main focus is boosting healthcare, generation of goods and services and food production with the help of advanced technologies.

## Problem

BioCubaFarma manages 32 companies and 65 production facilities with establishments in all the Cuban provinces in charge of national distribution, as well as 16 companies based abroad. The organization has 802 health records globally and exports its products to 48 countries.

Due to the remoteness of the facilities, it was necessary to establish a UC & team collaboration platform which would allow to facilitate audiovisual communications and remote business processes in real time, ultimately saving time and resources. It was imperative to establish a fluid, fast and secure communication mechanism with foreign suppliers, client companies and scientific-academic institutions based abroad.

It was also necessary to reduce transportation costs and connect all employees in order to increase efficiency, productivity and competitiveness of the industry.



## Solution

After an exhaustive analysis of international video conferencing solutions, the Information Technology Enterprise of BioCubaFarma decided to opt for TrueConf, a platform that meets the requirements of the Cuban biotechnology and pharmaceutical industry in terms of scalability, speed, technical support, flexible licensing policies, real-time interaction from any device, online collaboration, ease of administration and use, as well as strict security policies.

**Country:**  
Republic of Cuba

**Field:**  
Healthcare

**Employees:**  
20,300

**Implementation:**  
2020

**Website:**  
<https://www.biocubafarma.cu/>



“TrueConf has given us the opportunity to interconnect in an agile and secure way with our clients and suppliers. The video conferencing platform has also managed to increase our scientific-technical collaboration”.

— Raúl de la Nuez Morales,  
General Director of Information Technology Department

## Results



TrueConf has become BioCubaFarma’s ultimate unified communications platform. It has allowed close communication between supplier-client and greater collaboration in the scientific research field between experts associated with the biotechnology and pharmaceutical sectors.

With more than 20,300 employees benefited, TrueConf promotes teamwork and interaction thanks to the wide range of collaboration tools, allowing the reorganization of remote work and stable connection with company’s offices abroad.