

Business Intelligence Solution: Maximum success using targeted analyses for distribution of pharmaceuticals

The pharmaceutical industry is unanimous: Traditional sales approaches need to be replaced by modern, »targeted sales« techniques. Modern CRM solutions and central databases do in fact provide a variety of information, however, flexible analyses and faster reaction times to market situations are not possible in this way. fme provides a new approach to recognizing optimization potential in order to support and control sales processes more specifically. Know-how acquired from numerous projects in the area of pharmaceuticals has been combined with the modern, flexible BI product QlikView to create an excellent solution.

Would you like to know how the frequency of visits or marketing activities affect regional revenues? Would you like to see how revenues of discussed and undiscussed products are developing? And what about regional comparisons of products ordered? Would you like to combine this data into a more overarching context? Keep everything flexible, fast, and simple while you are at it?

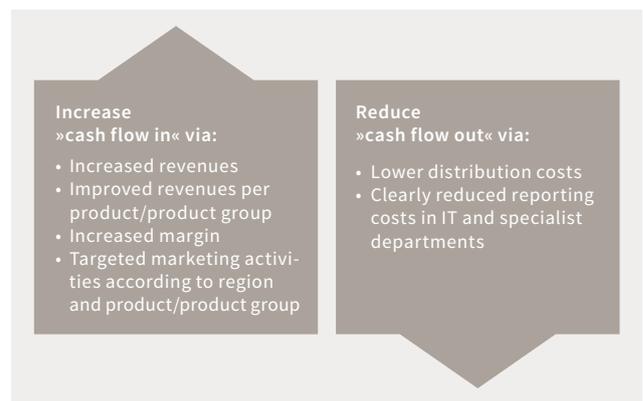
Independent of your data sources (e.g., SAP, regional/national IMS data, CRM, DWH, Excel, etc.), this BI sales solution from fme provides a completely new look at your data. We support you from consulting and implementation of a modern, future-oriented BI solution up to training for your employees.

Marketing And Sales Undergoing Change

Sales and marketing in the pharmaceutical industry have changed fundamentally with the departure of blockbusters. Radical cuts have been made to budgets for advertising, conventions or for sales force capacities for presenting products to doctors. The sales force and all other sales channels are focusing increasingly on smaller target groups, localized regions and treatment approaches. These sales strategies also need to be reviewed at short intervals for the purpose of fine-tuning.

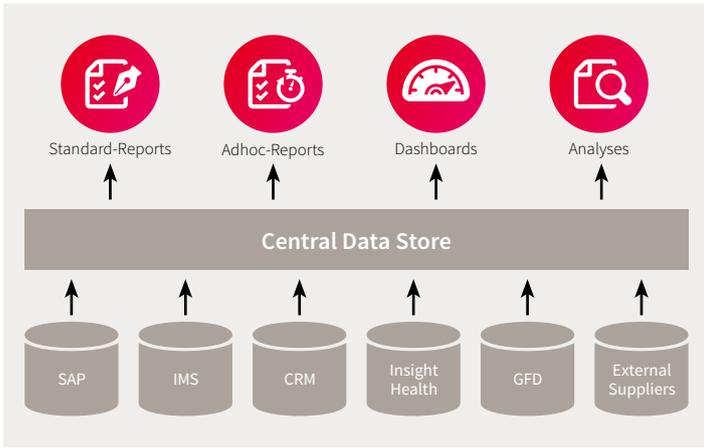


In the pharmaceutical market that is changing at an ever increasing rate, standard reports are becoming less important, and preference is being given to ad-hoc analyses. Real-time response is the new catchword.



Moving Away From Reporting Toward Future-Oriented Analysis

In order to respond more quickly and more flexibly to the new market requirements, companies in the pharmaceutical industry need an intuitive and user-managed data analysis tool. The QlikView analysis and reporting tool meets these requirements. With QlikView, the requisite aggregation of data sets in the form of OLAP cubes no longer applies. The creation of such data cubes as part of a data warehouse often leads to unnecessary project delays and draws on critical IT personnel resources. QlikView meets complex requirements, such as the merging of various data sources into one application, thus returning results in seconds using in-memory technology. This enables pharmaceutical companies to analyze which activities lead to which sales results must faster and more flexibly. Sales and marketing departments are able to manage their activities in a more targeted manner based on sales potential and market segments. Analysts using QlikView confirm that rapid response times can be achieved with this tool, even when working with data volumes in the terabyte range. A large data pool of socio-



Links to the most important data sources are standardized in QlikView; for example, the SAP certified QlikView Connector functions as a read-only ODBC driver for SAP systems.

demographic data, geo-information and medical data can be 'overlaid' and viewed from the most varied perspectives. This makes it possible to identify the potential of commercial exploitation better and faster. Detailed evaluations can be made thanks to the excellent drill-down functionality.

fme & Qliktech – a Strategic Partnership

fme has been cooperating with QlikTech as a strategic BI partner since 2009. fme provides advice particularly on industry-specific use and optimum integration into existing processes. Part of the consultation service involves the integration of existing data sources, analyses of requirements and needs, the production of individual reports and analyses, as well as employee training to enable optimum use within your company.

Are you interested in our approach? Then try out our Qlik-View »SIB workshop« (seeing is believing!): It's about developing a genuine solution on the basis of real activity and/or sales data and your own individual needs.

Conclusion

QlikView allows pharmaceutical companies to analyze which activities lead to which sales results much faster and more flexibly. Sales and marketing departments are able to manage their activities in a more targeted manner based on sales potential and market segments.

Talk to us – we look forward to accepting your challenge!

Benefits

- Increased revenues of up to 5% - ROI in less than 1 year
- Depiction of national and regional sales numbers
- Integrate various data sources such as CRM, IMS Health, GFD, Excel, and others
- Comparison of activities and sales numbers
- Reduced costs due to more efficient and more effective sales force direction
- Identify poorly performing regions and areas
- Depiction of scheduled events
- Specialist departments are able to evaluate and present analyses independently
- Save time and personnel resources in IT
- Simple expansion or adjustment of the data model
- Intuitive user interface and operation



Specialist departments develop more flexible and more independent reporting solutions using QlikView.