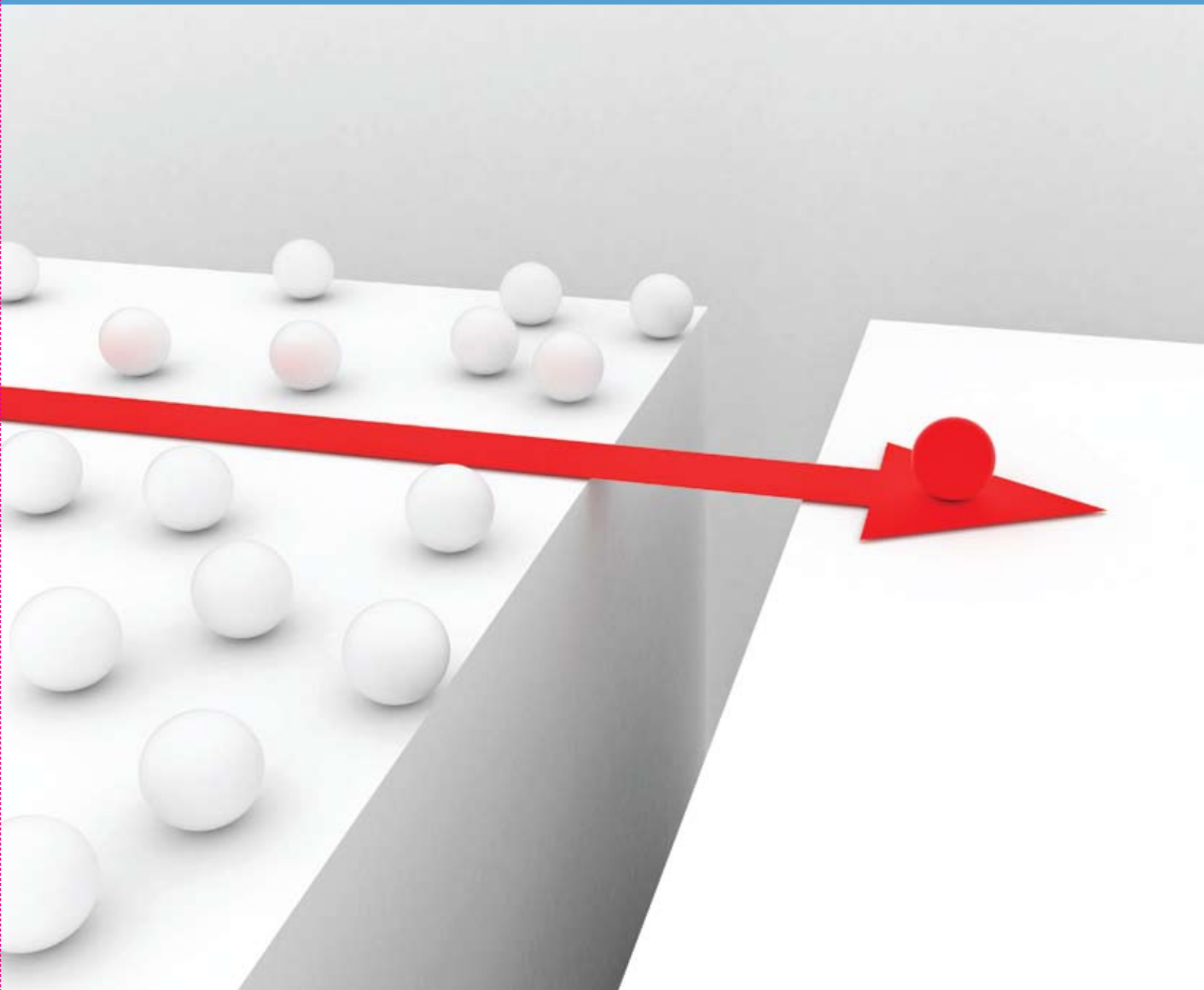


**DATA
INTELLIGENCE**
Business Intelligence
Solutions for Pharma

PharmaANALYTICS™

Data integration, analysis and reporting

All your sales and
marketing data in a
single, powerful platform



Too much data?

Solving the pharma sales and marketing conundrum

In an ideal world, access to pharma sales and marketing data would be instant. In practice, using this critical Business Intelligence is often fraught with difficulty. Answering even simple business questions usually requires access to disparate data sources – both in-house systems and external providers. Massaging this fragmented information, often delivered through a variety of software tools, into a usable format can leave little time to use the data itself – spreadsheet hell!

Traditional CRM and data warehouse solutions to the pharma data conundrum can be inflexible, difficult to use, and expensive to build and maintain. Development timescales are often at odds with business realities.

In response, pharma companies are increasingly looking for new solutions to improve the effectiveness of their sales forces – and reduce the drain on IT resources and budgets.

Not every user's needs are the same. The new generation of Business Intelligence solutions need to be flexible enough to handle a wide range of markets, customers and sales activities. They also need to be cost-effective to customise to the needs of increasingly specialist sales and marketing teams.

The key is to bring together multiple sources of reliable data into a single repository that's easy to use and accessible to everyone from anywhere, to provide the requisite 360-degree view of your customers.

That's where Data Intelligence comes in.

About PharmaANALYTICS™

Giving you integrated sales and marketing data that's easy to use, manage and share across your company.

PharmaANALYTICS brings together complex sales and marketing data – from any source – in a single, powerful platform designed to give you competitive edge.

Using PharmaANALYTICS your sales and marketing professionals get quick and easy access to unprecedented market insights, with analysis and reporting tools tailored to their precise needs. And PharmaANALYTICS provides unique access to all the data you need for effective sales force operations.



PharmaANALYTICS™ – the benefits

A single, flexible platform allowing fast analysis and unprecedented insight into disparate data sources
PharmaANALYTICS can quickly plug-in an unlimited number of internal or external data sources. We already handle around 30 different national, sub-national and international pharma data sources, including from secondary providers such as IMS and CSD.

Designed by a team of experts with decades of experience in the pharma market research industry

We have a deep understanding of the pharma sales lifecycle, the complexity of the data and the information management issues you face. Using this knowledge, PharmaANALYTICS includes built-in analyses and best practice reports that add real value from the outset.

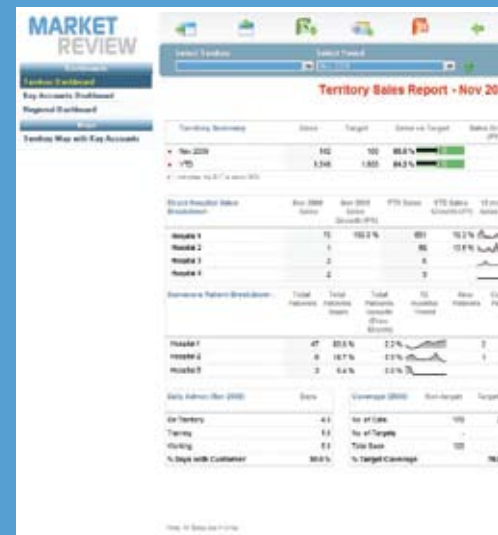
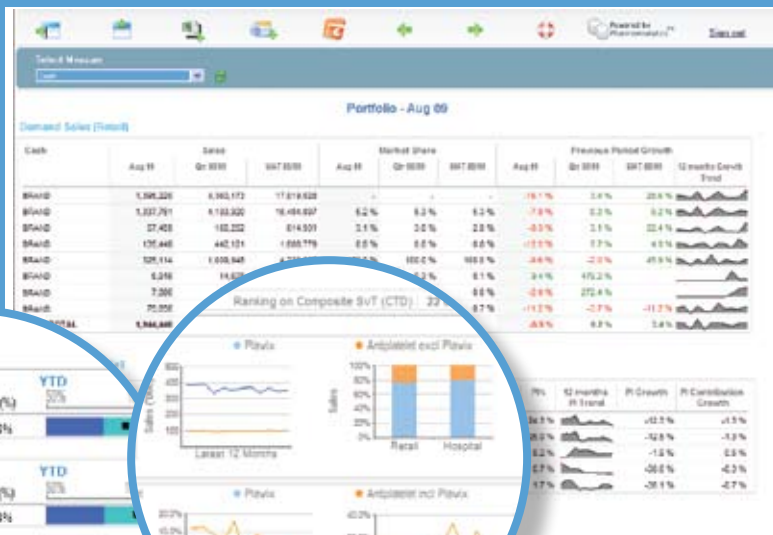
Easy-to-use front-end reporting tools and dashboards tailored to individual users' needs

The 'open' architecture of the PharmaANALYTICS platform gives you a wide choice of front-end tools – either online or on your desktop – to support changing business requirements. From brand managers to sales reps to market researchers, the platform can be personalised for any user to do exactly what they need to perform their jobs effectively.

Simple implementation and effortless upgrades, meaning time and cost savings for your business

PharmaANALYTICS is a fully serviced solution that can be easily customised to your organisation's data and business rules, avoiding the typical lead time, risk and costs associated with building traditional data warehouses. Rapid deployment ensures that the expected benefits are realised quickly, maximising the return on your investment.

Data Intelligence has significant experience of developing information rich, visually attractive dashboards for the pharma industry.



The PharmaANALYTICS platform supports over 50 front-end analysis and reporting tools, including the intuitive environments described below, which we find suit many of our clients' needs.

Front-end analysis and reporting tools

Market Review

Easy-to-use web-based dashboards and reports tailored to individual user's needs

The Market Review environment utilises our expertise in dashboard design and provides the flexibility to personalise analysis and reporting tools to meet the user's precise needs. It can be easily rolled out to your sales force through an existing intranet or made available to field reps via mobiles or PDAs.

Features:

- *Personalised report parameters – e.g. by brand, product, territory*
- *'Context carry', allowing users to retain key parameters, such as territory, when they move from one report to another*
- *Easy-to-use 'ad hoc multi-pick' functionality allowing in-depth data comparisons*
- *Powerful, PowerPoint-friendly presentation features direct from dashboards*
- *Reports and data downloadable to Excel*
- *Mapping capability*

XLCubed

A Microsoft Excel-based ad hoc analysis tool

XLCubed gives users instant and unprecedented insight into correlations between previously separate data sources to understand the behaviour of the market. Users can quickly develop tailored dashboards and reports in the familiar Microsoft Office environment that can easily be published online.

Features:

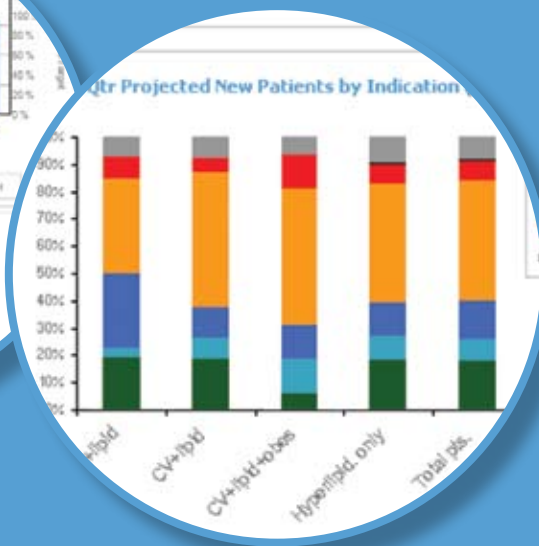
- *Sophisticated Excel-based ad-hoc query tool*
- *Microcharts, sparklines, bullet graphs and other Word-sized graphics for clear reports*
- *Dashboards or reports held locally on laptops can be regularly refreshed with the latest data*
- *'WYSIWYG' Excel spreadsheet publishing direct to the web*
- *Linked updates in PowerPoint*
- *Hassle-free, all-in-one-page print settings*

What clients say about Data Intelligence:

"Our previous data platform and reporting tools were based on old technology and prone to error. The flexibility inherent in Data Intelligence systems allows us to respond quickly to new business opportunities and challenges."

Mike Hope, Sales Force Operations Manager, BMS UK

Market Review's mapping capability is an effective way of presenting geographic information.



All relevant sales and marketing data types can be seamlessly integrated into your PharmaANALYTICS solution.

How does it work?

At the heart of PharmaANALYTICS is a data model that encapsulates mundane and time-consuming development tasks. This allows data sources to be 'plugged in' with minimum fuss.

Each secondary or internal sales and marketing data source is:

- *correctly modeled*
- *extracted and loaded*
- *cleansed and transformed*
- *harmonised and integrated into a Microsoft Analysis Services data-cube with company-specific business rules applied.*

PharmaANALYTICS already models over 30 international, national and sub-national third party pharma sales and marketing data sources, covering both retail and hospital sectors.

Implementation and support

PharmaANALYTICS gives you bespoke data management solutions at off-the-shelf prices.

The Data Intelligence service starts with managing relevant data sources and suppliers and deploying integrated data to those who need it. Our advanced data platform reduces the time required to manage and integrate the data, so that we can focus on modeling it to your business requirements.

Implementation includes customised dashboards and reports on a choice of front-ends aligned to your users' needs.

PharmaANALYTICS is a fully serviced solution covering all aspects of the software required to integrate and manage your data on an ongoing basis.

This includes all necessary production, upgrades, support and hosting on our own secure environment, or at your own premises if required.

Further information:

For a free initial consultation or to find out more about our one-stop-shop pharma sales and marketing data solutions, call: +44 (0)1753 247665/ +44 (0)7971 190836 or email info@data-intel.co.uk

What clients say about Data Intelligence:

"The effective and integrated use of our sales and marketing data is giving us a competitive edge in our markets and Data Intelligence have delivered a sophisticated solution that gives us consistent data which we can drill down from a national level to individual customers."

**Stephen Lightfoot, MD,
Daiichi Sankyo UK**

DATA INTELLIGENCE

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About Data Intelligence

Data Intelligence specialises in sales and marketing software solutions and services for the pharma industry.

Our aim is to remove the pain from using pharma business information. Our solutions are designed to bring together fragmented sales and marketing data – wherever it comes from – to allow instant analysis and reporting.

We firmly subscribe to the view that Business Intelligence is a service, not just a system. So, Data Intelligence brings together decades of pharma industry experience, the latest Microsoft Business Intelligence technology and high standards of client service to meet changing business needs.

The result is a proven approach providing powerful Business Intelligence to meet the individual needs of pharma executives and deliver competitive advantage to our clients.

Microsoft
**Pharmaceutical
& Life Sciences**
Innovation Award '09
Sales and Marketing
WINNER