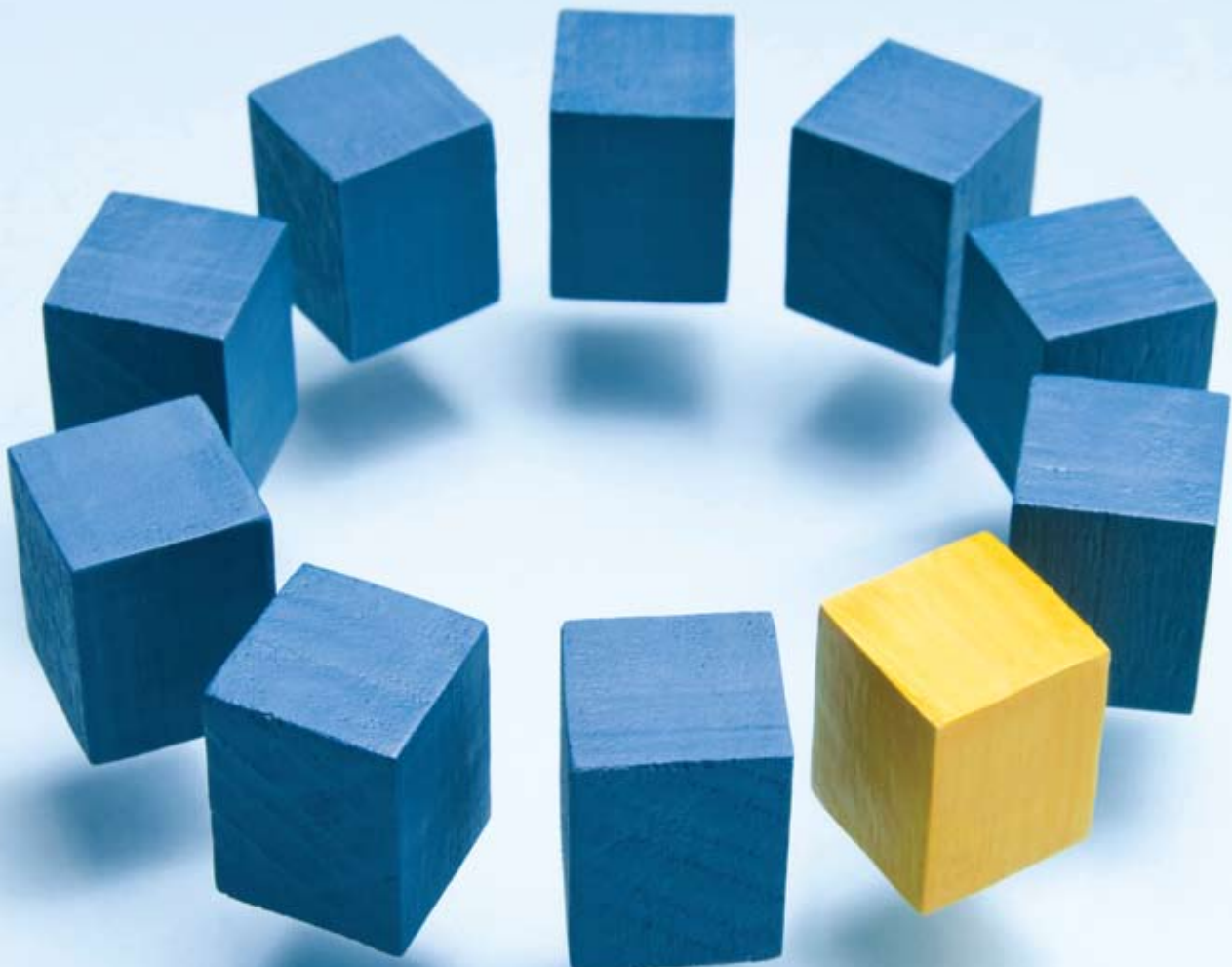


**DATA
INTELLIGENCE**
Business Intelligence
Solutions for Pharma

PharmaKAM™

The complete key account management framework

Everything you need to
gain competitive advantage
on your key accounts



Too much data?

The key to unlocking sales force effectiveness

The many changes to provision, commissioning and prescribing practices across the healthcare industry have prompted many pharma companies to change their sales approach. The coverage and frequency model – the “feet on the street” – is in terminal decline. Instead, key account management (KAM) is increasingly seen as the way forward.

This more strategic approach to understanding local markets and influencers has become critical to gaining market access for pharma brands. This places new demands on the sales process for your most important customers. The whole selling team from top to bottom requires the right knowledge, skills and mindset to achieve long term success.

A successful KAM solution requires harmonised information relating to all accounts. Selecting the right accounts, customising business propositions and identifying new business opportunities has increased the need for up to date, accurate key account intelligence. But getting and sharing this intelligence can be like searching for a needle in a haystack. A huge amount of time and energy is often wasted on consolidating the data required.

Traditional CRM software solutions 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.

The new generation of sales force effectiveness software 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.

That's where Data Intelligence comes in.

About PharmaKAM™

Everything you need for effective key account management at your fingertips

PharmaKAM is our complete key account management solutions framework for the pharma industry. PharmaKAM helps you gain competitive advantage by supporting all aspects of an effective key account sales methodology.

Co-developed with leading pharma companies, PharmaKAM supports the implementation of a comprehensive KAM sales process through a next-generation user interface that can be readily adapted to your specific needs.



PharmaKAM™ – the benefits

KAM methodology configured to your needs

The comprehensive PharmaKAM software framework allows all possible aspects of a KAM methodology to be enabled or configured to your unique needs. Functionality can be added or removed depending on your individual requirements and brands. This avoids the risk of an off-the-shelf system not fit for purpose.

Your own one-stop-shop competitive intelligence database

PharmaKAM gives you genuine competitive advantage by bringing together a complete picture of all internal and external information relating to the accounts that matter. You can bring all your resources to bear in influencing vital decisions and get instant updates from the field, rather than relying on client data available to your competitors via third party providers.

Easy-to-use, interactive user interface via web or desktop

Based on Microsoft's Silverlight next-generation web technology, PharmaKAM provides a rich, highly interactive user experience designed to be engaging and easy-to-use. These high quality applications are delivered across the web and mobile devices, with the most powerful runtime available.

Cost-effective and low risk implementation

PharmaKAM is a platform-independent solution, designed to sit alongside your existing CRM and sales support applications to meet the needs of your KAM sales approach. All technology infrastructure, hosting, operations, maintenance and support is included within the licence, minimising total cost of ownership.

Account profiling lets you see all the information on your accounts in one place.



Track the progression of your accounts through your own sales process.

Key features

PharmaKAM is an end-to-end key account management solution comprising the following modules:

Identification and segmentation

- Allows a common view of accounts between head office and the field
- Accommodates multiple approaches to segmentation, including accounts falling outside 'key' targets
- Allows local field force knowledge to directly inform account segmentation and priorities
- Additional modules easily 'plugged-in' to meet specific needs

Profiling

- Brings together all key account information – sales, growth, competitive situation, account characteristics, patient potential, activity, SWOT analysis etc
- Two-way communication and seamless updates from the field on account progression or adoption ladders
- Provides access across the organisation to account documentation such as formulary guidelines

Influence mapping

- Unique competitive knowledge base shared across your entire organisation
- Helps to manage inter-relationships between key stakeholders
- Demonstrates influence networks, decision making units (DMUs) and individual attitudes to your brands

Planning

- Aligns key account sales strategies and plans to your high-level critical success factors and objectives
- Allocates and monitors key tasks across your organisation to help manage resources
- Innovative feature allowing tasks to be assigned by e-mail, regardless of whether the user has a PharmaKAM licence

Performance monitoring

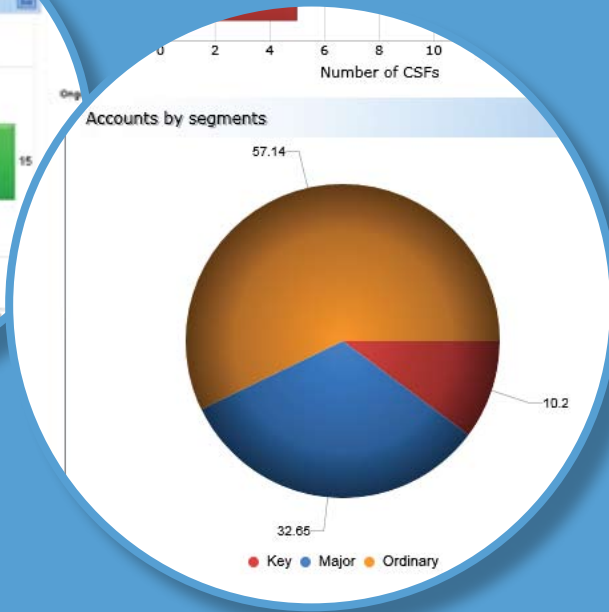
- Tracks and monitors any aspect of your KAM sales approach over time, with reports configured to your needs
- Comprehensive account relationship, progression, objectives and task tracking
- Full visibility of task status across your organisations or on individual accounts

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

Performance monitoring lets you track any aspect of your sales operation.



Overall progress on account plans can easily be tracked and details can be found intuitively by drilling through reports.

How does it work?

Underpinning PharmaKAM is a comprehensive data infrastructure for all the account data. To source the data, PharmaKAM can either leverage PharmaANALYTICS™, our comprehensive data warehouse platform, or take data from existing client sources into a central repository.

Implementation and support

PharmaKAM gives you bespoke solutions at off-the-shelf prices.

The Data Intelligence service starts with managing relevant data sources 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.

PharmaKAM is a fully serviced solution covering all aspects of the software required to manage your key accounts 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:

"It was important for us to find a partner who combines a deep understanding of complex pharma data with significant expertise in Microsoft Business Intelligence technology and data warehousing – Data Intelligence fits this profile perfectly"

Boris Mirnik, Head of Global Sales and Marketing IT, Bayer

What clients say about Data Intelligence:

"We knew we needed to change how business information operated and Data Intelligence brought the right combination of pharma industry experience and technical know-how to let us focus on driving profitability."

Jeff Hart, BI Manager, Daiichi Sankyo UK

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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