

## **Sales force analytics**

Market intelligence and ROI solutions

Giving your sales  
force the edge  
on your competitors



# The right data?

## Focusing the pharma sales effort

Innovation – the driver of growth in the pharma industry – has been stalling, and a wave of patents will expire in the next five years. As a result, many pharma companies are re-evaluating their sales and marketing strategies. The least disruptive and lowest cost option for many is to maximise return on existing products.

Pharma companies typically spend 25% to 30% of turnover on sales and marketing activities, often their biggest single cost. But research repeatedly shows that as much as half of the sales and marketing investment is wasted. The pressure to do more with less in an increasingly competitive market means that pharma companies must become masters of targeting and segmentation.

Vast amounts of sales and marketing data are stored by pharma companies, yet this yields very little in the way of useful information to inform sales strategy. Companies are, in effect, drowning in data, but devoid of information on which to make strategic sales and marketing decisions. Targeting is typically supported by commercial target lists, meaning that companies are effectively “fishing in the same pond” as their competitors. Adopting a one-size-fits-all approach to the market and ignoring local factors, means that competitive advantages can quickly be eroded.

In response, pharma companies are increasingly looking for new solutions to improve the effectiveness of their sales forces through the use of modern analytics. These 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.

**That's where Data Intelligence comes in.**

# About Data Intelligence sales force analytics

The leading edge ROI analysis you need for competitive advantage

Data Intelligence combines the latest technology with deep knowledge of pharma sales and marketing information to provide highly effective analytics aimed at improving sales force effectiveness.

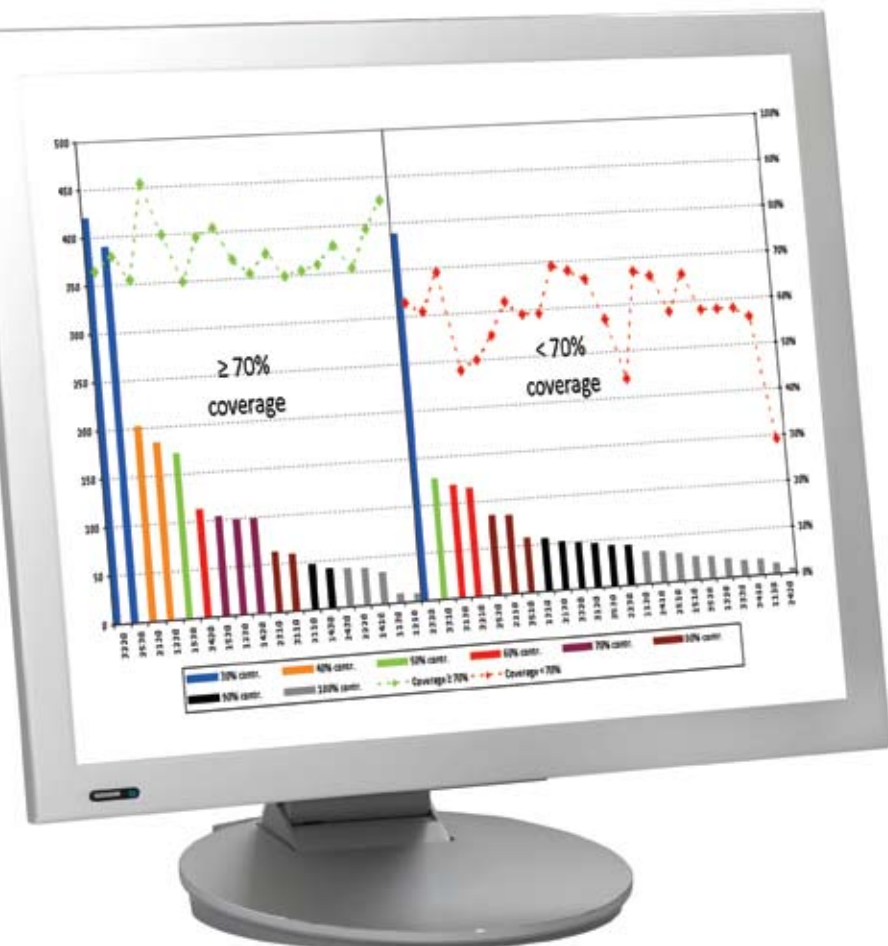
We have particular expertise in account segmentation, targeting, new product launch and market growth analysis, all supported by statistical techniques if required. We also provide data analysis to assist in setting sales team incentives, as part of an effective sales management approach.

These capabilities have been successfully deployed to bring competitive advantage to leading pharma companies.

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



## Sales force analytics from Data Intelligence – the benefits

**An integrated data platform allowing fast analysis and unprecedented insight**

Data Intelligence analytics are designed to make the most of your existing data stores, together with external sources, for ease of analysis and reporting.

**Designed by a team of experts with decades of experience in pharma Business Intelligence**

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, our analyses can add real value from the outset.

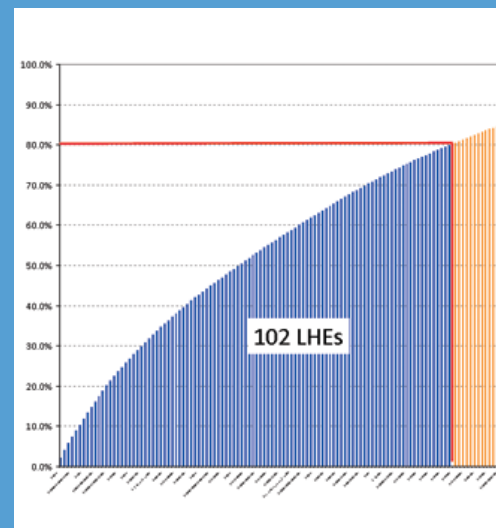
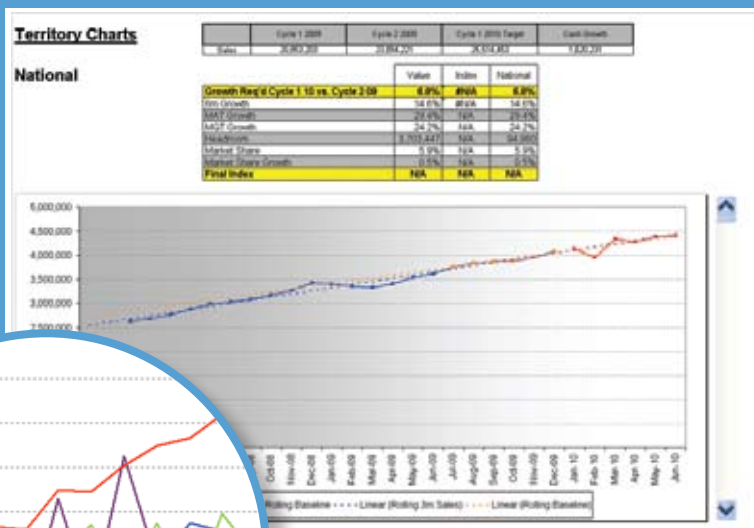
**Adaptable for multiple analyses to maximise your return on investment**

Our analytical techniques, supported by statistical analysis if required, are designed for use on an ongoing basis. Analyses can be reused for different brands and sales teams at various points in the sales cycle.

**User-friendly reporting tailored to your changing business needs**

We provide robust analysis that is unique to your organisation and matches the specific characteristics of your sales approach. This provides unique insights unavailable to your competitors.

Incentive target setting – sales targets can be analysed alongside historical sales and projections over any time period, with clear presentation of growth potential for each territory.



Launch tracking – reports can be based on sales data at territory, national or payer boundary level.

Targeting and segmentation – allows analysis of the distribution of sales of a product among Local Health Economies to help focus your sales effort.

## Our analytics capabilities

### Account segmentation and targeting Bespoke competitive advantage to focus your sales efforts

Our segmentation and targeting analytics can provide you with critical insights to help focus your sales reps' time in the most important areas as part of an effective sales management approach.

Data Intelligence can run segmentation exercises based on a growing number of account types covering local health economies (LHEs), PCTs, hospitals, practices or individual GPs.

We can factor in a wide range of data types, ranging from sales figures right the way through to QOF and HES data, as well as advising you on the data sources best suited to the segmentation required. Local environmental and risk factors can be analysed and evaluated to ensure the correct alignment between promotional activities and local opportunities.

The result is robust segmentation that is unique to your organisation and matches your sales strategy precisely – meaning you don't end up simply "fishing in the same pond" as your competitors.

### Field force incentive targets

#### A level playing field for your sales reps

Data Intelligence can help you to set incentive targets for your sales team, using a tried and tested methodology which can work across your whole brand portfolio.

We will work with you to determine which factors should be taken into account in the target-setting process, which will vary according to, for example, where the product sits in its lifecycle or the strength of competing products.

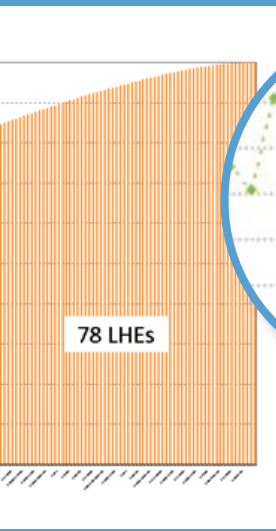
We can provide easy-to-use territory-by-territory analysis showing ranked growth projections and sales targets, taking into account past performance as well as, critically, future growth potential.

The outcome is fair and equitable targets that give each representative an equal chance of reaching their sales goal, regardless of factors such as territory size or market share.

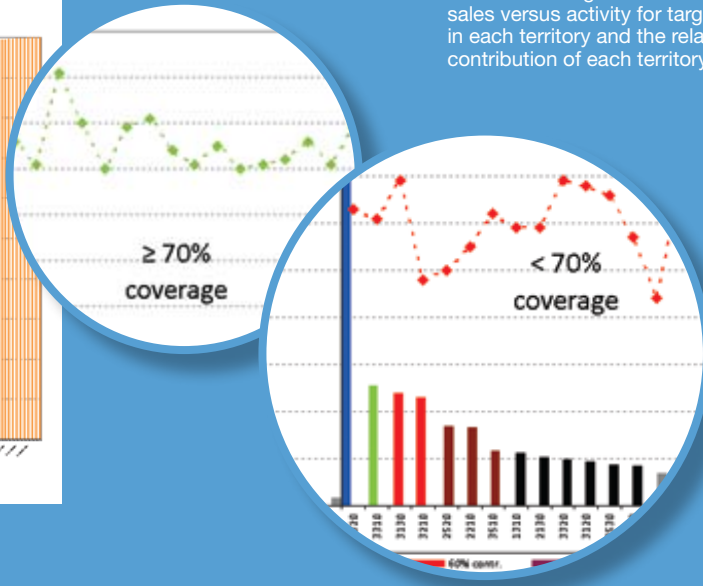
#### What clients say about Data Intelligence:

*"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 – Data Intelligence fits this profile perfectly."*

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



Launch tracking – allows analysis of sales versus activity for target customers in each territory and the relative contribution of each territory.



### Launch tracking analysis

#### Fast and dynamic insights to inform your launch strategy

Data Intelligence can build bespoke reports to track sales versus activity in the critical launch phase of the product lifecycle.

Launch Tracking Reports – using data updated on a weekly basis – can help you make strategic sales and marketing decisions and react to market dynamics far more quickly than would typically be possible with monthly reports. Reports can be based on analysis at the territory, national or payer boundary level, depending on your requirements.

Aligning your performance against your competitors gives you a true picture of the success of your launch, and analysis of sales and activity at a sub-national level can identify those regions most likely to drive sales early on.

### Growth analytics

#### Making it simple to identify the drivers of growth

We provide particular expertise and proven techniques to help you understand the complexities of sales and associated growth trends based around a variety of metrics – whether unit growth, cash growth or increase in market share, among others.

We can generate dynamic, tailored reports allowing users to easily drill-down into different geographies. Combined with activity data, these analytics provide a unique and comprehensive picture to help you identify whether the sales effort is being deployed effectively in the right places and to evaluate return on investment.

### Further information:

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

### 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**

### What clients say about Data Intelligence:

*“The analysts at Data Intelligence truly understand the operational aspects that are important for good SFE analytics. The quality of the analysis is excellent and is always relevant to the end user in both primary care and specialist work”*

**Mike Hope, Sales Force Operations Manager, BMS UK**

# DATA INTELLIGENCE

Business Intelligence  
Solutions for Pharma

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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**