

Business Information Agility for Pharmaceutical Organizations

In a rapidly changing commercial and regulatory landscape, pharmaceutical companies are demanding better information faster to grow the top line, lower costs and reduce regulatory exposure. However, existing solutions are no longer sufficient to address today's complex and ever-changing information needs.

Business-Driven Information

There's no doubt about it: Most pharmaceutical companies suffer from a lack of good business information. Why? Because most business intelligence implementations have focused on delivering information from the ground up, using conventional methods that are slow and costly to implement, resulting in a system that is obsolete from the moment it is implemented.

Your business is a top-down, business-driven set of strategies that require a view of your operations, your customers, competitors and the market. And you need to manage data as an enterprise asset – all your data, whether it originates in your transaction systems or through a third-party who delivers you data that may already be out of date, inconsistent or even inaccurate. The bottom-up approach to information management means that your data gets old before you even see it in a report, making it less valuable as time goes on.

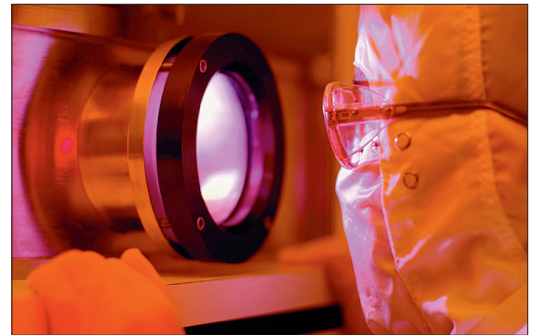
Making Your Information Better

Since most information management systems are data-driven, it's often difficult to apply a business view to pre-existing structures. To effectively deliver high-quality business information, you need to start at the top – to start with the needs of the business. A sound data governance program enables companies to manage data as a shared enterprise asset by supporting

the business process of data management. Your business already runs on business processes – why shouldn't your data benefit from that same level of discipline and attention? As a result, you can eliminate bad data from most systems and applications, improving business process efficiency and providing a foundation for better decisions, actions and results. The outcome is better information that improves business performance.

Agile Pharmaceutical Solutions

Sales & Marketing Analytics, Incentive Compensation, Financial Reporting, Product Cataloguing, Pricing, Aggregate Spend, R&D, Clinical Trials Management, Signal Detection / Adverse Events – all of these require business solutions that deliver quality information in a timely manner. At the same time, none of these exist within a static environment. Change is constant: new regulatory requirements, organizational restructuring, new products, new acquisitions are routine and business pressures continue to grow. You need an agile information management capability to address the business requirements and can keep pace with change. One company, Eisai, was challenged to build a robust, flexible business intelligence infrastructure that wouldn't take two years to build and be obsolete by the time it was complete. They delivered just that, saying: "We were able to



reflect a sales force realignment within three months, when it previously would have taken us nine to 12 months. Overall, we're realizing cost savings of 1.5 million dollars every year, thereby showing our management team not just the soft value, but the hard, tangible savings as well."

Getting Started

Interested in unlocking the value of your information? The key is to drive the initiative from the business, viewing it as an evolving business program, not a one-time project. If you want to learn more about how you can join companies like Eisai by taking advantage of the proven, agile approach described here, contact us. Your data – and your business – will thank you.

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Use Cases

Here are just a few examples of use cases where we have helped companies achieve success through agile information management.

Product Master

Global pharmaceutical companies want to manage and analyze product sales and marketing data collected from numerous internal and external sources in different formats. Kalido can enable customers to rapidly build and maintain a single global product master by harmonizing product data from multiple sources, including external sources such as IMS, Wolters Kluwer, and internal systems including ERP & Logistics. The result is better information for enhanced product analysis; streamlined production; reduced inventory; and reduced procurement spend.

Customer Master

Health Care Provider data is typically complex, and duplicated across multiple transaction systems, reporting solutions and third party data sources. Getting a clear picture of HCP activity when HCP IDs are frequently mismatched across disparate sources can be a real challenge. Kalido can enable you to efficiently match HCP data into a clean customer master, which can result in better understanding of physician affiliation, and a positive impact on sales & marketing effectiveness, expenditure disclosure reporting and spend analytics.

Signal Detection & Adverse Events

Pharmaceutical & Medical Device companies are required to identify potential adverse effects of compounds and products as they progress through the clinical trial process. Additionally, companies must conduct post-marketing surveillance programs to identify newly found adverse effects. Kalido can be used to build a foundation for signal detection analysis by integrating data from these surveillance programs with customer complaints and physician feedback, to better manage risk and streamline costs.

Sales and Marketing Analytics

Today, sales and marketing managers face enormous competitive, pricing, regulatory and cost pressures. Budgets

have been repeatedly slashed. Traditional selling tactics are changing due to the high cost and the effects of indirect, influence based sales campaigns are difficult to measure. With Kalido as the foundation behind your BI, managers can access timely and detailed data to fine-tune sales and marketing plans, and more easily and rapidly deploy new territory alignments to improve efficiencies. Marketers can bring together more data and develop sophisticated analytics to measure the ROI of campaigns and evaluate effectiveness of various promotional channels.

Incentive Compensation

Managing incentive compensation is a complicated task for life sciences companies due to the complexity in the sales channel. With Kalido, you can graphically build and maintain complex business rules and provide accurate management reporting at all levels of the sales hierarchy. With Kalido's flexible hierarchy management, you can support both the need to "double count" to provide correct compensation and to "single count" for branch reporting, enabling more accurate analysis of incentive compensation for sales operations, sales execution and planning purposes.

Medical Operations & Clinical Trials

Pharmaceutical companies can have thousands of unique protocols taking place across hundreds of sites in many geographic regions. With so much data, many Clinical Trial Management Systems and Clinical Trial Data Management Systems suffer from very poor data quality. Kalido can harmonize CT data so that Medical Operations can get accurate summary information by compound, by protocol, by status, by region, budget to actual, etc., to better manage resources and understand financial impact.

Acquisitions

Many life sciences companies are looking to grow through acquisition to drive sales growth and add to their pipeline. Integrating an acquired business can be a daunting task given the different business models. Kalido can enable customers to quickly model the new organization, providing summary information to finance, operations and sales as soon as

possible to determine opportunities for expense reduction. By easily creating global views of customers, markets and vendors, customers can rapidly drive decisions regarding staffing, operational & inventory investment.

Spend Analytics & Expenditure Disclosure

Multiple states have passed regulations requiring pharmaceutical companies to report promotional spending on all licensed Health Care Providers (HCPs), but each state's regulations are unique. Kalido's business modeling capability allows you to create a compliance solution for your company that allows you to model and manage a physician master and state spend reporting, accommodating the unique requirements for each state. This repository for spend data further allows you to move beyond compliance to analyze spend ROI and deliver value back to the business.

Fraud and Diversion Detection

Pharmaceutical companies face extraordinary challenges with counterfeit product introduced into the supply chain, with counterfeit sales estimates to be as high as \$75 billion over a two year period. Kalido can be used to quickly model and build a solution that brings together source data at the correct level of granularity to identify where potential fraud and diversion activity is occurring. Rapid identification of the counterfeit inventory chain can reduce lost sales, improve inventory planning, eliminate confusion over product origin, and reduce risk through lawsuit avoidance.

Quality Management

A Kalido solution can deliver more accurate and timely quality data which is essential for a current picture of the manufacturing process. With the proper analytical foundation and clean master data, life sciences manufacturers can reduce rework by analyzing where processes have failed, reduce costs by rejecting lots before additional production operations are completed, and deliver better quality metrics for QC department as to where product quality is falling below acceptable pass/fail thresholds.

