

Alliance Consulting

Life Sciences Sales and Marketing Information Framework



Solution Description

Driving profitability and competitive advantage in the pharmaceutical sales model requires effective integration of multiple sources of data. Large established pharmaceutical companies have successfully optimized their information assets into a competitive advantage through the development of integrated architectures that consolidate multiple sources of data and create meaningful insights for business users. Small and mid-sized organizations face the same challenges, yet typically have less infrastructure and analytic capability. For these organizations, especially those that are launching new products or expanding their market through new indications, the visibility of key cause and effect relationships within the sales and marketing model is critical to effectively executing strategy and investing in the programs and activities that expedite brand adoption.

Based on best practices gained through years on extensive industry experience, Alliance's Information Management (IM) Framework approach consists of proprietary technology assets and services for pharmaceutical sales and marketing data warehousing and customer master data management that are specifically designed to meet the needs of evolving mid-tier pharmaceutical and biotechnology companies.

Features & Benefits

- Rapid time to benefit with comprehensive data management, decision support, and customer master functionality, tailored the specific needs of an organization
- A scalable and extensible architecture that readily responds to changes in business needs such as mergers, new sales forces, markets, and products.
- A cost-effective SaaS subscription model that is readily transferable to in-house operations.
- Alliance's Master Data eXchange (MDX) data exchange hub provides comprehensive customer master data

Value Proposition

The Life Sciences Sales and Marketing Information Framework is based on an information architecture that is designed to expand incrementally, in step with the increased complexities, volumes, and integration requirements of growing organizations. As an extensible solution, it is designed to support the initial core functions of sales operations, and evolve to provide causality analysis as more data sources are integrated to provide insight to factors such as formulary influence, managed care pull through, detail and message value, and campaign effectiveness.

The Life Sciences Sales and Marketing Information Framework provides rapid time to benefit in support of core data management and reporting capabilities while establishing a solid architectural foundation that is readily scalable and flexible to support long-term business expansion and growth.

Company Description

Alliance Life Sciences Consulting Group, Inc. is a management and technology consultancy that specializes in providing asset-based solutions to address the revenue and customer management challenges that pharmaceutical manufacturers face today. We understand and deploy business solutions that support commercial operations processes for top-tier and mid-market pharmaceutical manufacturers across the United States.

IBM Segment

- Cognos

Business Function

- Sales Operations and Analysis

Target Industry

- Life Sciences

For more information, contact:

Alliance Consulting
(908) 947-4100

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Let's build a smarter planet.

