

A Business Solution for the Public Sector

Manage Samples More Effectively to Increase Profitability and Continued Growth

IBM Software Group

Sample Optimization Performance Blueprint



Solution Description

To maximize return on the considerable investment in sample distribution, pharmaceutical companies must determine the right mix and amount of resources to allocate to sales forces. Only then will their investment in field marketing campaigns, education programs and sample distribution drive increasing prescription volume.

The IBM Cognos Sample Optimization Performance Blueprint enables sales and marketing to focus on the most profitable territories and products through an effective, intuitive, and integrated process. The Blueprint improves insight into market indicators, field level information, and inventory levels. Additionally, it empowers sales and marketing teams with information that ensures that samples distribution is in line with corporate targets.

Features & Benefits

The Sample Optimization Performance Blueprint uses driver data from sales and marketing information systems to determine the most effective resource allocations to increase prescription volume:

- A unified and standardized process lets companies optimize sample distribution across multiple products and sales forces
- Driver-based planning - based on common components that typically underlie a given expense - lets you focus on the key metrics that drive expenses, (e.g., market sales volume, etc.)
- Allocations for highest ROI can be determined by management and fine-tuned by field sales teams through an operations system that tracks all changes and monitors the workflow
- A broad spectrum of users (e.g., marketing, sales, manufacturing and distribution personnel) ensures that all relevant data and information reaches everyone involved in the sample optimization process
- Driver-based analytics, combined with field input, lets companies determine the appropriate final resource distribution of multiple products and product versions
- Model flexibility means different models can be used across multiple brands and product types
- Automated refreshing of driver data ensures resource allocation decisions are always based on the most current information
- Easy integration with in-place supporting systems means companies can leverage existing investments for maximum return

Value Proposition

This Blueprint enables sales and marketing to focus on the most profitable territories and products through an effective, intuitive, and integrated process. The Sample Optimization Performance Blueprint improves insight into market indicators, field level information, and inventory levels. Sales and marketing are enabled to ensure that the samples distribution is in line with corporate targets.

IBM Segment

- Cognos

Business Function

- Performance Management

Target Industry

- Life Sciences

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