

CONSOLIDATED DATA FOR SALES ANALYSIS REPORTING

CLIENT OVERVIEW

The client is a leading pharmaceutical research company. With thousands of field sales personnel and hundreds of business analysts, efficient, in-depth analysis of sales and marketing data, and effective reporting on this data is critical.

CHALLENGE

The client had a strategic business need to access both competitor and sales force automation call data for analysis and reporting. The client was purchasing various forms of sales and prescriber level data from IMS Health.

ACI proposed to merge and cross reference the prescriber level data with call data from the client's SFA application, Stay in Front.

The ability to access centralized and cross-referenced prescriber data would significantly improve marketing analysis efforts.

This solution had to be...

Centralized

Provide centralized access to prescriber level data cross-referenced with SFA call data.

Efficient

Transform the data into an efficient structure for reporting.

Easy to Use

Provide easy to use and customizable reporting.

SOLUTION

Aspect Consulting (ACI) was engaged based on their proven background designing and supporting data warehouses for contracting and sales and marketing data, familiarity with the sales force automation application, Stay in Front, and familiarity with implementing business intelligence reporting.

The objective was to provide an efficient data store, and design and implement meaningful reporting within a cost-efficient timeframe. ACI consultants completed the following key solution steps:

Architect Data Store

ACI designed and built an operational data store with organization and prescriber identifier cross reference logic that transforms and efficiently stores IMS competitor and sales force automation call data.

Architect Load Process

ACI designed and built an IMS data load process that populates the data store on a scheduled basis. ACI coordinated with Stay In Front vendor technical support to implement a synchronized version of the Stay In Front database at the client's facility. Consultants developed an ETL process that populates the operational data store with transformed data on a scheduled basis for reporting.

Implement BI Reporting

ACI consultants interviewed business users to determine reporting needs and developed a reporting specification and reporting data dictionary that reflected user requirements. Consultants then collaborated with arcplan to produce powerful analytical information portal in a single consolidated reporting environment.

BENEFITS

With ACI's help, the client was able to improve sales analytics and improve sales efforts. The solution allowed this client to comprehensively analyze their sales and marketing data and discover associations and trends to better plan and target sales efforts, realizing the following benefits:

Improved Access to Key Data

Data was centralized, transformed for reporting, and easy to access.

Improved Insight into Prescriber Trends

Sales and marketing managers can discover associations, patterns, and trends in this data, gaining a clear understanding of which physicians their salespeople should be contacting.

Improved Sales Planning

Market analysts and product managers can more effectively target sales and plan objectives.