

## The Solution Discovery — For the Pharmaceutical Industry

### A PLAN FOR ACHIEVING DATA INTEGRATION

Many pharmaceutical executives dream of integrating all available sales, marketing, and operational information, as data integration delivers the trusted intelligence executives require to spot and more rapidly respond to market changes. The goal is to provide a complete picture of all customer data, and as a result, create more effective campaigns and sales activities, drive increased revenue, develop new medicines, and maximize near- and long-term profits.

For companies following their data integration dreams, the fundamentals are simple: start small, and achieve specific, targeted business outcomes with each project phase. To begin, companies must establish their business case and desired business goals,

ensure a proper data architecture that matches external and internal data, accurately collect internal information, and pursue the right metrics.

Based on its extensive experience with data integration programs within the pharmaceutical industry, Innoever Solutions offers a service for rapidly identifying which data integration projects will deliver maximum business value and impact. After evaluating how to better correlate, integrate, and analyze internal and external data, pharmaceutical companies are able to more accurately discern sales and marketing effectiveness, hone long-term product strategy, and maximize revenue and customer satisfaction.

### REALIZING DATA INTEGRATION DREAMS

The *Solution Discovery* is an expedited analysis that examines the existing challenges hindering the transformation of pharmaceutical sales, marketing, and operational data into actionable intelligence. In a two-week, focused engagement, Innoever Solutions identifies which data will drive the highest return, how to ensure correct capture of internal and external information, and what is the appropriate plan to integrate data for maximum business efficiency, sales force effectiveness, and actionable long-term intelligence on product and market trends.

### SUCCESS STORY

One leading pharmaceutical company turned to Innoever to help create more effective campaigns in several geographical regions. First, however, the company required better information on actual sales and marketing activities. Hence, the company opted to better integrate its existing CRM data with a variety of external data, including the number of prescriptions written by doctors and zip code. This required careful reconciliation of external and internal information, adjustments to its technology infrastructure, and improving data quality.

This data integration initiative drove numerous business improvements by providing insight into prescription-writing trends, consumers' perceptions, and sales and marketing campaign effectiveness. As a result, this company streamlined operations, enhanced sales efficiency, and maximized revenue using existing sales force and marketing resources.

Part of this project's success stemmed from starting small, and carefully maintaining focus. Notably, the pharmaceutical company only chose to study five medicines, omitting higher-profile products, which already dominate the market, since spending the time and money to glean additional marketing and sales insight would produce minimal additional returns.

In a later initiative, this pharmaceutical company expanded its focus, migrating existing results from its consumer and physician surveys on the five medicines to a data warehouse. Previously, this data was largely untapped. Thanks to advanced analytics capabilities, however, this company was able to leverage the information to design more targeted marketing campaigns, better correlate consumers' product perceptions with market trends, and compete more effectively within the marketplace.

## WHAT DOES THE *DISCOVERY* INVOLVE?

The *Data Integration Solution Discovery* will focus on these areas:

- **Business Case** — Evaluate the extent to which data integration is required, and tie efforts to specific metrics
- **Best Practices** — Discover appropriate techniques for collecting external information and linking it to internal CRM data
- **Infrastructure Assessment** — Determine the optimal technology environment and correct data mapping structure
- **Solution Planning** — Build a phased implementation plan to achieve targeted business outcomes

These activities enable pharmaceutical companies to identify immediate types of data to integrate, as well as medium-term opportunities to increase data integration, to produce actionable market intelligence, improve sales and marketing efficiency, and maximize revenue.

At a fixed price\*, the *Solution Discovery* will identify areas for improvement and develop a data integration action plan. (\*The fixed price fee does not include possible travel expenses or additional areas of scope, which are available by request.)

Tangible benefits from the *Solution Discovery* include:

- Identifying which data integration projects provide the greatest benefit for the least cost and establishing foundation for future data integration endeavors
- Defining infrastructure enhancements and data mapping necessary to successfully integrate internal and external data
- Obtaining a long-term strategy for data integration to guide current and future IT initiatives
- Providing executives with trusted market intelligence for driving long-term product development strategies
- Leveraging integrated information to increase sales and marketing effectiveness, business efficiency, and revenue

## ABOUT INNOVEER SOLUTIONS

INNOVEER SOLUTIONS, an award-winning customer strategy and solutions consultancy, provides advanced customer management services to healthcare and high-technology companies, among others, in the areas of planning and strategy, technology implementation, and optimization. The company's deep industry knowledge, broad technical skills, and Multishore methodology enable organizations to address their critical customer-facing issues and achieve an integrated view of all customer information. With an exclusive focus on customer management since 1998, Innoveer has worked with more than 300 organizations to increase their overall business growth, improve internal efficiency, and enhance the customer experience.

## PAST PHARMACEUTICAL CLIENT SUCCESSES INCLUDE:

- **Steris Corporation**
- **Boehringer Ingelheim**
- **Genzyme Corporation**
- **Schering Health Care Limited**

## BUSINESS OUTCOMES:

- Increased business intelligence and ability to track operational metrics an average of 18%
- Improved sales and marketing targeting and campaign effectiveness an average of 14%
- Maximized revenue of new and current portfolio medicines an average of 11%
- Enabling business units to aptly respond to and capitalize on market changes twofold

## CONTACT US

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