



# Pharmaceutical Contract Management Services

The relationships between pharmaceutical manufacturers and their trading partners are increasing in both complexity and value to the enterprise. Alliance’s contract management team has the in-depth business and systems knowledge necessary to help pharmaceutical companies make intelligent and informed decisions regarding the systems that support the creation, management, and effective performance of these relationships.

With the growth of managed markets and the increasing role of government programs such as Medicare Part D, more and more pharmaceutical demand is being influenced by contractual arrangements. As this influence expands, so does the complexity of the terms and conditions in these contracts. More than ever, pharmaceutical firms require accurate, timely, and actionable information to effectively devise and execute strategies in this highly dynamic and extremely competitive business environment of pharmaceutical markets.

Staying on top of these challenges requires robust and well-structured information architecture. Whether built using off-the-shelf or custom solutions, the key to successful strategic contracting is to effectively integrate information used to create contracts and monitor their performance. In many cases, the information needs for strategic contracting processes stretch across multiple groups, and rely on data and insight from third parties.

## The Alliance Approach

Based on best practices gained through years of extensive industry experience, the Alliance approach focuses on information usage and leverage in the four key phases of the contract management lifecycle. Through a combination of business process analysis, technical assessment, and data architecture evaluation, Alliance works with its clients to effectively manage and integrate the variety of internal and external data sources that support the contracting process. Alliance’s understanding of contracting information architecture, data governance and systems

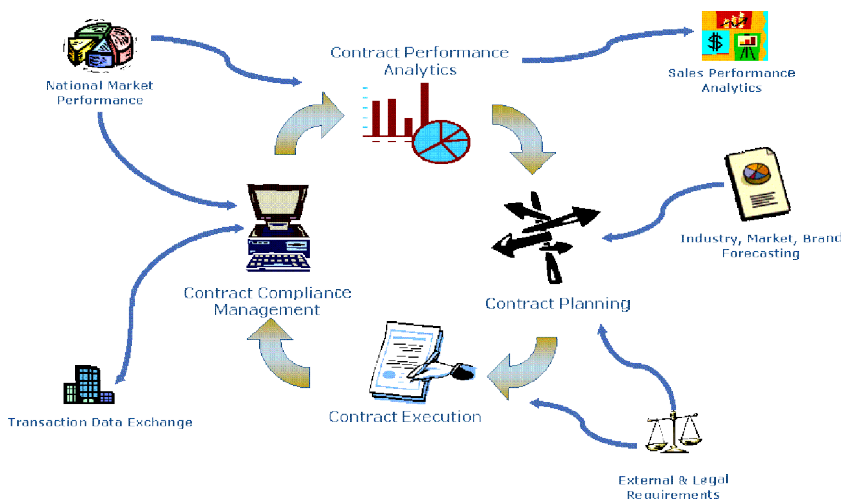
strategies can help contracting organizations make a measurable impact to the bottom line.

## Domain Expertise

Pharmaceutical Contract Management is a unique business environment. Effectively modeling and managing the intricacies of contract terms and pricing scenarios requires a technology integration partner with experience and understanding of the nuances of business process and information requirements. By partnering with Alliance, companies gain access to resources that have experience with these specific business processes in both the Commercial and Government domains of contracting, having deployed, support, used, and managed these systems for over 10 years.

## Implementation Expertise

There is no shortage of good advice. Unlike traditional firms whose services stop when the advice is delivered, Alliance has the strong pedigree in leading edge technologies necessary to help pharmaceutical firms execute on these recommendations. With strength drawn from both on-shore and off-shore resources, an Alliance



team is the perfect solution to any size problem, ranging from a basic enhancement or upgrade, to a full implementation of an end-to-end contract management platform.

### Track Record of Success

Alliance has successfully delivered full life cycle projects to both top tier and mid-dle market pharmaceutical companies across all phases of the contracting lifecycle, and across all phases of the system development lifecycle. Some of our projects have included:

- Integration Off-the-Shelf Software** - Alliance has experience working with the implementation and customization of leading off-the-shelf contract management platforms including iMany and Model N. Our consultants come from a variety of backgrounds, including positions within the software companies, as well as the IT departments of major pharmaceutical manufacturers. All have experience in implementations of these platforms.

- Application Architecture Strategy** - Leveraging our exposure to firms with varying size and market focus, along with our in-depth knowledge of software vendors and their product plans, Alliance has helped companies examine the unique challenges they are facing over their next planning horizon (typically 3-5 years) and helped

them devise technology strategies and roadmaps to evolve their data and processing capabilities to the point where they can respond the changing demands of the pharmaceutical marketplace.

- Application Support** - Alliance has provided maintenance and support functions for contract management applications. The applications supported by Alliance have spanned the full spectrum of contract management functions, from government pricing and proposal modeling systems, through transactional contract compliance systems.

- Custom Application Development** - The application development teams at Alliance have been engaged to build applications from scratch to address business needs unmet by standard off-the-shelf software. In addition, Alliance has developed enhancements and follow-on releases built on top of platforms developed by other third party consultants.

- Business Intelligence/Data Integration** - Building on Alliance’s core capabilities in data warehousing, Alliance has helped companies build and support data marts centered around contract management, as well as integrate contract management data into larger scale sales and marketing data warehouses.

- Requirements Management and System Selection** - Using Alliance’s ReqPro Comparator tool, Alliance has helped its clients to easily manage their requirements in a weighted, categorized, and prioritized manner. The products under consideration are then analyzed and based on individual requirement fit, and a complete analysis is automatically generated highlighting not only the relative strength of each product, but also key areas of differentiation that make a particular product right for a specific client.

### An Experienced Team, Proven Success

Working with the systems and the data that drives pharmaceutical demand is an Alliance core competency. Within the pharmaceutical industry, Alliance has extensive experience in helping clients advance their business processes by providing technology insights on how to best leverage systems and data solutions to evaluate and implement their business strategies using leading edge technology.

