



# Sales and Marketing Information Framework

Alliance’s framework for mid-market pharmaceutical and biotechnology companies offers comprehensive reporting and analysis capabilities that optimize the brand adoption process

Accurate, timely, and actionable information plays a critical role in nearly every activity within a pharmaceutical sales and marketing organization. Information is the key to effectively developing and executing strategies in the highly dynamic and extremely competitive business environment of pharmaceutical markets. Many large established pharmaceutical companies have successfully optimized their information assets to 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-size organizations face the same challenges as top-tier organizations in consolidating and analyzing data - typically with much less infrastructure and analytical capability. For these organizations, especially those that are launching new products or expanding their market through new indications, the visibility and transparency to key cause and effect relationships within the sales and marketing model is critical to effectively executing strategy and investing in the best programs and activities that expedite brand adoption.

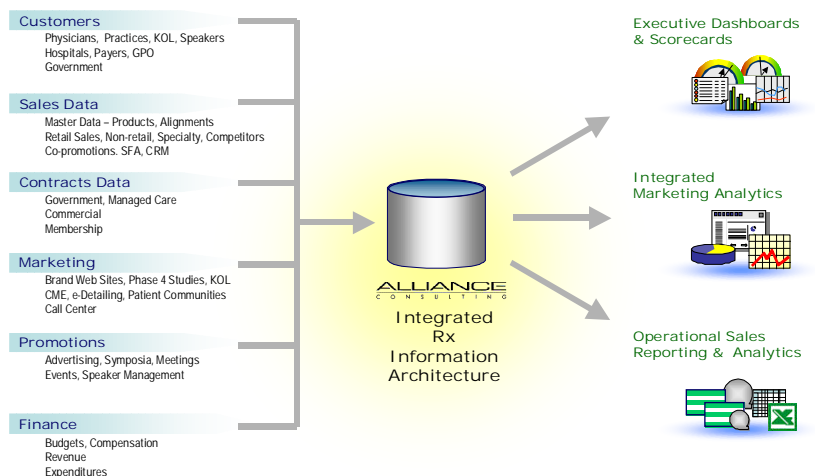
## Extensible, Responsive Information Architecture

In many ways, small and mid-size companies are highly dynamic compared to their top-tier brethren. Rapid growth accompanied by increased complexity in underlying business processes require agile, responsive information systems that are flexible, scalable, and adaptable to incorporate new market perspectives, managed care positions, co-promotion alliances, and provide high-value, actionable information to your company’s sales and marketing operations.

The Alliance solution 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 Alliance Solution

Based on best practices gained through years of extensive industry experience, the Alliance 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. Alliance’s solution 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.

**Solution Architecture**

Alliance’s solution consists of multiple components that are integrated to provide timely throughput and accurate information to downstream systems and reporting applications. The architecture consists of:

**Source data acquisition facility** – for both externally sourced data from syndicated data and process providers such as IMS, NDC, as well as data originating from internal sources such as SFA/CRM, ERP, and contract management systems.

**Data QA and QC utilities** – automates common data validation tasks for incoming feeds through the use of configurable business rules

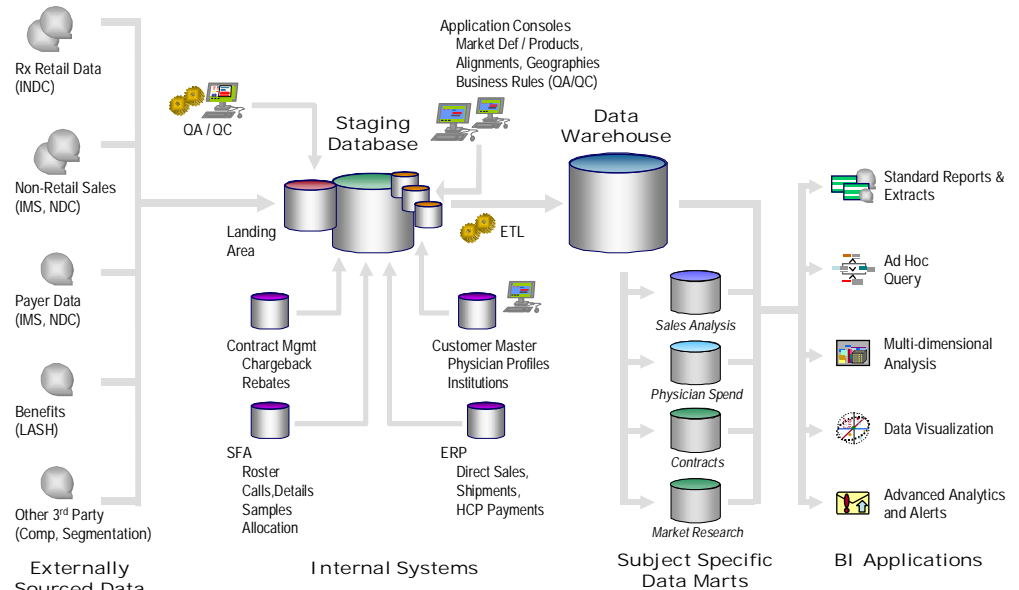
**Customer master exchange hub** – supports conformed customer data for healthcare professionals, organizations, and affiliations. The customer master will be based on Alliance’s MDX Master Data Management software and processes.

**Application consoles** – provide data management and query capability for competitor products, market definitions, product groups, geographies, and customers.

**Sales data repositories** – manage sales data and related information throughout the acquisition and reporting cycle. The main repositories included in this solution consist of a data staging area (STG), a data warehouse (DW) and a data mart (DM).

**Sales reporting** – provides a variety of access methods to sales information for reporting and analysis.

Offered in both in-house and hosted environments, the solution affords flexibility in system implementation and is customized to meet the specific requirements and needs of your organization. Alliance’s hosted offerings ease the burden on Information Tecgnology groups and alleviate the cost of of upfront expenditures for hardware, software, and support resources.



**An Experienced Team, Proven Success**

Consolidating data from multiple sources and organizing it for comprehensive reporting and analysis is an Alliance core competency. Within the pharmaceutical industry, Alliance has extensive experience in helping clients advance their business processes by providing insights using advanced reporting and decision support capabilities based on leading edge data warehouse and business intelligence technology.