

DMMReview

Turning Data Into Intelligence

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product review

ASI Delivers
Next
Generation BI
and Sales
Force
Automation to
American
Pharmaceutical
Partners Inc.

The logo for ASI, featuring the letters 'ASI' in a bold, teal, sans-serif font. The 'A' and 'S' are connected, and the 'I' is slightly offset to the right.

www.asi-solutions.com



ASI Delivers Next Generation BI and Sales Force Automation to American Pharmaceutical Partners Inc.

REVIEWER: Don Bullock, director of sales for American Pharmaceutical Partners, Inc.

BACKGROUND: American Pharmaceutical Partners, Inc. (APP) is a specialty pharmaceutical company that develops, manufactures and markets injectable pharmaceutical products. Its products are generally used in hospitals, long-term care facilities, alternate care sites and clinics within North America.

PLATFORMS: HP ProLiant Server, Windows 2003 Server, Windows XP/2000 Professional.

PROBLEM SOLVED: We struggled to gain timely and meaningful information from our legacy systems. In addition, the associated administrative burden was detracting from our primary goal of driving sales. As a result, in 2004, our management team decided to completely revamp our systems and drastically improve our BI capabilities. At the same time, we also elected to implement SFA in order to reduce the amount of time spent on administrative tasks.

PRODUCT FUNCTIONALITY: ASI e-PharmaToday provides our sales organization with the collaborative infrastructure needed to communicate, access and share knowledge across the enterprise. Its adaptive role-based interface presents critical business information through a variety of interactive modules and indicators (e.g., balanced scorecards, business alerts and barometers). ASI Inquire delivers an unrivaled BI tool to home office and mobile users. Configurable user functionality, ad hoc analysis that's unbelievably fast and easy to use, multidimensional data presentation, alarms, built-in formulas, drag-and-

drop interface, predefined or freeform drill paths and a variety of data export options are some of its many robust features. ASI Reward automates our field sales team's administrative responsibilities including account and contact management, targeting and planning, sales reporting and sample management including signature capture. ASI Compensation Assistant provides an intuitive and animated compensation report card. Sales representatives receive a continually updated analysis of compensation achievement so as to know on a daily basis where they stand accordingly with their quotas. ASI Realignment Manager allows us to maintain multiple alignment definitions and to fully understand the business impact of alignment modifications before they are released.

STRENGTHS: ASI's vast industry knowledge and expertise was quite impressive and refreshing. This was instrumental in our overall success. In addition, the analytical tool is unrivaled - period!

WEAKNESSES: It was a bit frustrating not having access to a broader array of features and reports previously developed by ASI for other pharmaceutical companies. Understandably, ASI needs to protect their clients' interest and the competitive advantage gained by using this technology.

SELECTION CRITERIA: After looking at packages from Dendrite, Siebel, StayinFront and Target SFA, it was clear that none of them had the analytical capability that we needed to give us a competitive advantage. ASI had the only system that fully integrated the knowledge management, incentive



**ASI e-PharmaToday,
ASI Inquire, ASI Reward,
ASI Compensation Assistant,
ASI Realignment Manager**
ASI Business Solutions, Inc.
2201 Renaissance Boulevard
Suite 150
King of Prussia, PA 19406
610-265-9400
www.asi-solutions.com

compensation, sales force automation, office productivity, analytics and reporting components.

DELIVERABLES: In addition to the traditional SFA functionality, the system also needed to have 24 months of account level data as well as a portfolio of routinely updated company reports for the entire field sales team – all of which needed to be accessed in an offline/disconnected fashion. In addition, the management and home office team also needed network access as well as additional tools for management incentive compensation and territory realignments.

VENDOR SUPPORT: From pre- to post-implementation, ASI's support personnel were knowledgeable and first-class. Their unique implementation methodology kept the project on track and on budget. APP also opted to use ASI for their complete array of ongoing support services which includes help desk, technical support, operations and hosting. We are very pleased.

DOCUMENTATION: The custom-tailored documentation was thorough and easy to use. The system also provides an automated and comprehensive self-help guide.