

## Sales and Marketing Knowledge Management, Analytics, Customer Targeting and Sales Reporting System

### Client Base

The Pharmaceutical Ecosystem™ for the U.S.-based division of a leading global pharmaceutical company with European headquarters and operations in Europe, North and South America, Asia, South Africa and Australia included Executives, Product Management, Managed Care, Market Research, Field Sales Management (Regional and District Managers) and Field Sales (Territory Managers). Initially, 330 professionals within the organization's ecosystem accessed the solution which ultimately grew to 1,200 professionals over a 2 year period.

### Data Sources

- Sales Alignment
- Sales Roster
- Prescriber Demographics and Targets
- Time On/Off Territory
- Call and Detail Goals
- Call/Sample/Detail (26 months)
- Rx Payor (24 months)
- Institutional Sales (12 months)
- Market Research (Numerous National Audits 72 months)

### The Need

To build a single, integrated knowledge and information infrastructure from the bottom up that would enable all levels of the sales organization to easily and quickly understand where sale and marketing resources should be allocated with precise, pin-point accuracy – anytime, anywhere, whether connected or operating offline. In addition, the solution needed to operate in harmony with a previously selected SFA solution as well as incorporate all of its data and seamlessly displace all of the elementary reporting provided. Advanced knowledge management was also considered a critical aspect in order to maximize the company's co-branding agreements with two other large U.S.-based pharmaceutical companies.

### The Challenge

Beyond demanding the most advanced technology available for pharmaceutical sales and marketing today, the specific challenges were threefold:

1. To rapidly deliver a world class solution under tight time and budgetary conditions
2. To operate in a best-of-breed solutions setting where other technology components already existed.
3. To provide a system that would dramatically drive sales and productivity of a growing sales force.

### The ASI Solution

The company understood that it needed to partner with an innovative veteran recognized as the pharmaceutical solutions industry leader. ASI crafted a collaborative solution for the company that incorporated the needed mix of knowledge management plus advanced analytics and reporting (ASI ePharmaToday™) as well as online reporting (ASI Inquire® Online). These components formed the cornerstone of a corporate growth strategy linked to dramatic revenue and profit increase resultant from the entire sales and marketing organization having unfettered access to detailed customer intelligence and the most advanced tools available today for opportunity management, strategic planning and execution, ROI measurement and sales force behavioral coaching.

ASI's custom yet off-the-shelf, service-oriented architecture constructed on Microsoft's .NET enabled the company to offer end-users an elegant and intuitive user experience that identically matched the company's business and selling processes. Additionally, ASI's architectural design provided superior flexibility, stability, scalability, reliability and training simplicity in a cost-effective manner which helped drive sales revenue and profit. To ensure the highest level of success and performance, ASI bundled a comprehensive suite of infrastructure management and support services allowing the company to focus on maximizing business potential.

### About ASI Business Solutions, Inc.

ASI Business Solutions, Inc. has pioneered and delivered the finest sales force automation, collaborative analytics, business intelligence and PDRP systems available to small, mid-sized and large pharmaceutical companies for over 20 years. Our knowledge, experience and devotion to designing the best solutions that address the exacting business needs of our customers have kept our clients loyal and ahead of their competition.