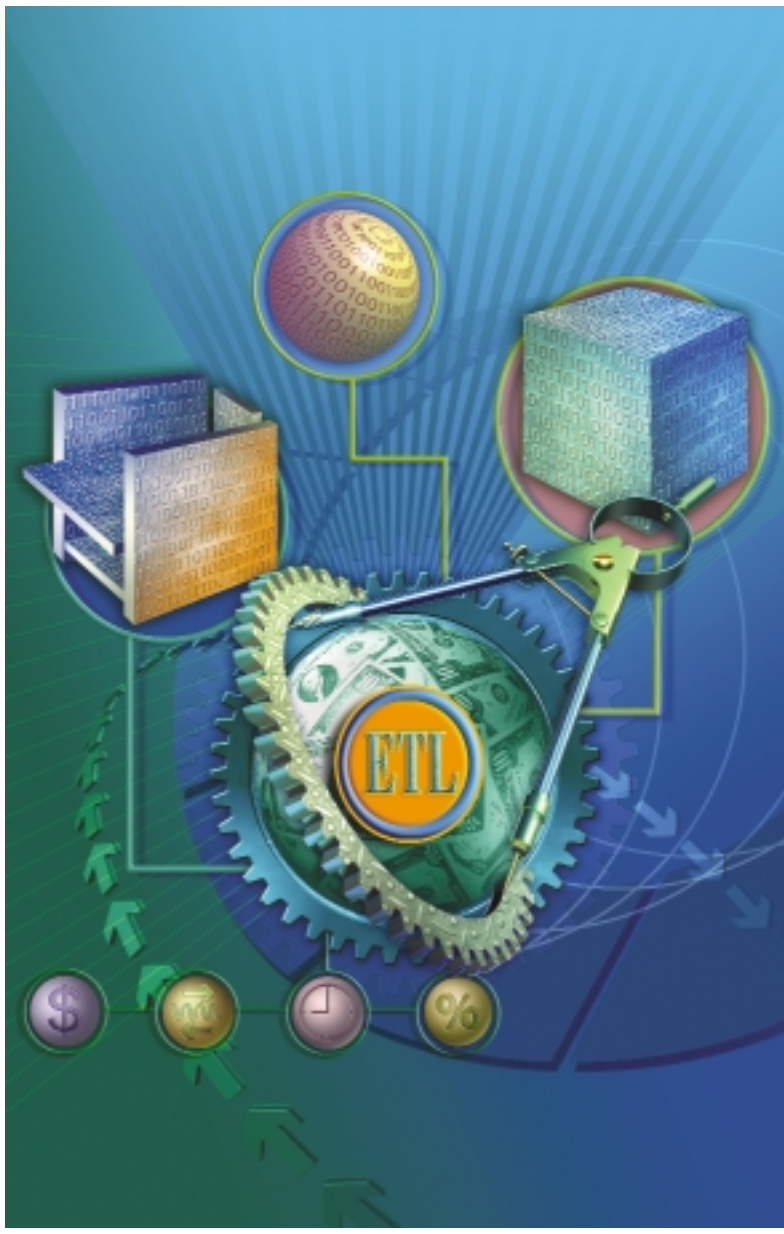


# DMMReview

Turning Data into Intelligence

October 2004

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## PRODUCT REVIEW

Biovail Turns to ASI Business Solutions to Provide an Advanced Business Intelligence Tool to Sales Force

# ASI

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## Biovail Turns to ASI Business Solutions to Provide an Advanced Business Intelligence Tool to Sales Force

**REVIEWERS:** Denise Hanily, director of sales analytics and planning, and Michelle Maddix-Sovero, manager of sales analytics, for Biovail Pharmaceuticals, Inc.

**BACKGROUND:** Biovail Corporation is an international full-service pharmaceutical company, engaged in the formulation, clinical testing, registration, manufacturing, sale and promotion of pharmaceutical products utilizing advanced drug-delivery technologies.

**PLATFORMS:** HP ProLiant Server, Windows 2000 Professional.

**PROBLEM SOLVED:** Biovail needed to find and deploy an industry-proven business intelligence (BI) system that could support its recently expanded sales efforts. The solution needed to provide home office and disconnected field-based users with the ability to logically and seamlessly integrate and personalize vast amounts of disparate and detailed pharmaceutical data into a user-friendly, business-centric system. Pharmaceutical companies must deal with vast amounts of disparate data. The challenge is to balance the wealth of data with the ability to utilize it most effectively. Additionally, we must use the data offline without needing to aggregate and/or summarize it, thus eroding its inherent value. Biovail needed a BI tool to arm its sales organization with actionable data. After evaluating several vendors and products, the company chose ASI e-PharmaToday™/ASI Inquire®.

**PRODUCT FUNCTIONALITY:** Unique to ASI e-PharmaToday™/ASI Inquire® is the intuitive interface that facilitates role-based access to highly actionable information. More than just a series of reports or complex analysis, the progressive drill-down feature guides the users to the source of opportunity. This solution allows a new

user to rapidly become productive and a seasoned user to become exceptional. The net results are that managers can quickly identify coaching opportunities for increased sales performance and productivity across the board.

**STRENGTHS:** ASI has demonstrated expertise in the pharmaceutical industry. Its technology provides exceptional analytical capabilities, performance, flexibility, ease of use, stability and capacity to store and distribute enormous amounts of data using only conventional modem access. This functionality clearly distinguishes ASI e-PharmaToday™/ASI Inquire® from its competitors. ASI also offers a remarkable array of services that allows complete ongoing operational flexibility. From full outsource to full in-source, and everything in between, ASI delivered a customized solution that was affordable and designed specifically for our operational needs. The response from home office and field-based users has been overwhelmingly positive.

**WEAKNESSES:** There are no documented "best practices" to help organizations fully exploit the robust capabilities of the system. This is due to the necessity to protect the confidentiality of other clients who have incorporated their business practices within the solution.

**SELECTION CRITERIA:** None of the other vendors we considered had the complete combination of services of tool customization, implementation and support offered by ASI. Pricing, performance, flexibility, ease of use and implementation timeline were other key criteria in the decision-making process. ASI also provided Biovail with an integrated solution to provide network and offline access to detailed level data. ASI e-PharmaToday™/ASI Inquire® met the analytic needs of internal users as well as performance-management requirements



### ASI e-PharmaToday™/ ASI Inquire®

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of remote users in the field. The ASI solution was the only one to meet the needs of both user groups.

**DELIVERABLES:** ASI e-PharmaToday™/ASI Inquire® provides Biovail with offline access to as many as 24 months of retail prescription data, with the capability to drill down to the prescriber/plan level and internal call/sample/presentation data. The tool provides customized reports to identify business opportunities and to evaluate performance while incorporating a complex set of business rules. The system also provides ad hoc unconstrained access to the data and a mechanism to facilitate knowledge sharing throughout the company.

**VENDOR SUPPORT:** From the onset, ASI kept the project on time and on budget. Their proprietary implementation methodology effectively kept everyone informed and working together. From the implementation team to the support staff, all ASI personnel are the definition of professionalism and world-class service providers. ASI also offers an advanced-level, help-desk service that allows customers to have their questions answered.

**DOCUMENTATION:** From the basic "how-to" level upward, documentation is tailored for each client. An automated self-help system is provided in the tool.