

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 Pharmaceutical Ecosystem™ will access the solution, which will ultimately grow to 1,200 professionals by 2007.

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 sales 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 constraints.
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 who is recognized as the pharmaceutical solutions industry leader. ASI crafted a Precision Intelligence™ based solution for the company that incorporated just the right mix of knowledge management (ASI e-PharmaToday™), advanced analytics and reporting (ASI Inquire®), and online reporting (ASI Inquire® Online). These components formed the cornerstone of a corporate growth strategy linked to dramatic revenue and profit growth from unfettered access to detailed customer intelligence. Precision Intelligence™ gives the entire sales and marketing organization access to 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. Furthermore, ASI's architectural design offers superior flexibility, stability, scalability, reliability and training simplicity in a cost effective fashion that has been proven to 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 that allows the company to sleep easy, knowing that all they need to focus on is maximizing business potential.

About ASI Business Solutions, Inc.

Since 1990, ASI has been designing and delivering cutting edge solutions for Pharmaceutical Sales and Marketing organizations. Their knowledge, experience and devotion to designing the best solutions has kept their loyal customers ahead of the competition. ASI prides itself on innovation and truly delivering solutions that address the business needs of their customers.

ASI Business Solutions, Inc.

2201 Renaissance Blvd. - Suite 150
King of Prussia, PA 19406-2766
Phone: (610)-265-9400
Fax: (610)-265-4100
www.asi-solutions.com