

HighPoint Solutions' Business Analytics Expertise Provides A Global Pharma Company Competitive Edge



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STRUGGLING TO UNDERSTAND PRESCRIBING HABITS

In today's highly competitive pharmaceutical market, sales teams struggle to analyze massive amounts of data and understand the prescribing habits of their customers. With our in-depth knowledge of the pharmaceutical industry and the use of in-memory analytic technology, HighPoint Solutions has helped one of the leading global pharmaceutical companies address this important challenge.

With a field sales force of thousands and about 1.5 million health care professionals prescribing over 100 competitive products in approximately 30 therapeutic categories, it is critical this global pharmaceutical company understands how its prescriber groups behave.

Our client used a legacy system for many years, but as the business grew so did the business needs. The legacy system supported 4,000 medical groups – half of which are actual medical groups and the other half are ad-hoc groups created specifically for data analysis purposes.

These ad-hoc groups are extremely valuable in evaluating prescribing habits across medical specialties, non-standard geographies, payers and competitive products. This wealth of data is analyzed over 24 months of history, ultimately amounting to about 3.2 billion rows of prescription activity that is sliced, diced and aggregated with the purpose of providing the sales team with insights to properly position their products and influence their customers, the health care professionals.

Due to the size of the groups and the underlying way they were created by the legacy system, it took a significant amount of time to add a new group and the monthly processing cycle often brought the mainframe "to its knees" for about four to five days and preventing other processing from being done. The lengthy cycles had to be fully completed before any information could be released, making it difficult to gather the information and provide valuable reports in a timely manner to the sales team. This was a significant challenge for the sales force that needed the data, and also led to technical limitations, including major scalability challenges within the existing application.

The legacy environment was being strangled and there was a continuing demand to add potentially thousands of more users and prescriber medical groups as well as additional methods of analysis.

TURNING TO IN-MEMORY ANALYTICS

Recognizing its existing issues and foreseeing potential challenges, the team decided it was time for a change.

The new system would need to be able to add more users, more groups for analysis and provide more analytical capabilities. It also needed to provide 24x7 flexible intelligence and analytics to about 2,000+ sales managers and potentially the entire sales force.

HighPoint Solutions conducted a thorough evaluation of the pharmaceutical leader's existing systems and processes, as well as, its current needs and future goals. As a result of this process, we recommended deploying the next generation version using a more scalable application architecture with QlikTech's QlikView in-memory analytics platform as the foundation.

In traditional business intelligence, it is not possible to take millions, or billions, of lines of data and deliver valuable information to users. QlikView allows instant, in-memory, manipulation of massive datasets on low cost hardware, allowing affordable widespread deployment of highly sophisticated analytic applications in days.

With in-memory analytics answers are calculated and delivered in just seconds. The QlikView solution is affordable, functionable, scalable and easy to deploy – providing a quick time to market.

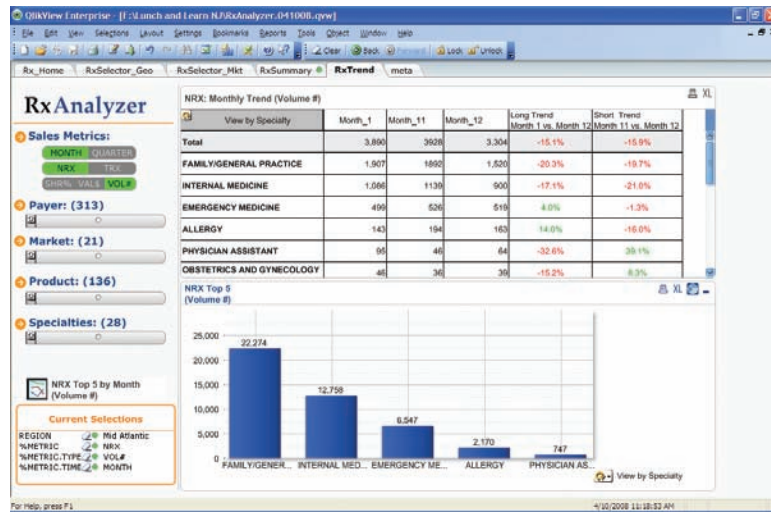
RAPID INFORMATION DELIVERY

Rapidly providing valuable information to the sales force is a key benefit of the QlikView solution. Data is delivered between five and 10 days earlier each month since it is not encumbered with processing cycles and scheduling issues. This benefit alone produces significant savings for our client.

For example, if sales management receives this information earlier, they will be able to make more timely and more informed business decisions, resulting in an increased market share. A one percentage increase in market share for a billion dollar drug, for example, could mean millions of dollars in increased revenue for that drug alone.

Because of this new sophisticated analytics solution, the

monthly processing cycle has been significantly reduced, while reducing the overall workload on the mainframe. This



enables the IT group to better service its business partners and internal customers and increasing the longevity of the mainframe's life.

The pharmaceutical company has also been able to relax limitations on adding new groups, and can now add them without incremental overhead and make them immediately available. The company now analyzes more prescriber groups and supports more end users in a substantially more cost-effective manner – ultimately increasing the customer intelligence available to the sales force.

With our combined technology, subject matter and project management expertise, HighPoint Solutions is able to help large, global companies, like this one, address their challenges with affordable solutions that are delivered on time and meet its clients' needs.

HighPoint Solutions specializes in helping companies design, develop and implement reporting and analytics solutions that deliver consistent information to all levels of the organization. Our thorough understanding of sales and marketing analytics solutions enable our clients to turn sales data into actionable intelligence and achieve the greatest ROI. ■

Contact **HighPoint Solutions** to learn more about our services and how we can help your business – call us at **800.238.1230** or visit us online at **www.HighPoint-Solutions.com**.



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