

# Kalido KONA Information Appliance for Pharmaceutical Sales & Marketing Analytics

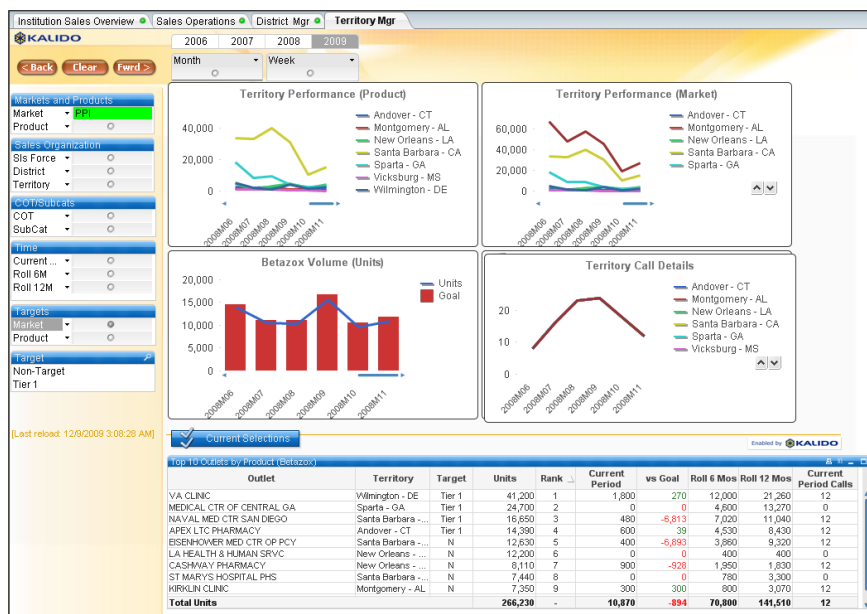
Today's rapidly changing commercial and regulatory landscape demands better information faster than ever before. Pharmaceutical companies need to adapt quickly to effectively market and sell products while reducing the cost of sales. The Kalido KONA Information Appliance for Pharmaceutical Sales & Marketing Analytics is a prebuilt, high-performance solution designed to address today's information needs, with the extensibility and scalability to meet tomorrow's. With better information comes smarter decisions for your business.

## Competitive and Dynamic Market

Sales managers at pharmaceutical companies face substantial market pressures. High revenue-producing drugs progressively come off patent. While traditional detailing tactics are on the decline due to high cost, the effect of indirect, influence-based sales tactics are difficult to measure and track. With a reduced sales force, territory and account assignments need to be carefully considered and adjusted based on actionable information. Companies experimenting with new incentive compensation plans may unwittingly drive unintended behavior. Managers require timely and detailed data to fine-tune these plans.

Marketing faces similar pressures to do more with less. There are indications that direct-to-consumer marketing has little effect on sales over the long term, but that may not be true for specific markets. Price sensitivity is another critical area that requires comprehensive and accurate data. The time and expense to bring new drugs to market is enormous, so the crucial launch period demands rapid decision making based on hard facts. The rise in e-prescriptions and pay-for-performance payment schemes will require integrating and managing a significant amount of external data and new analytics. The manner in which drugs are sold will change in unknown ways, and you need to handle those changes when they occur.

With better data and advanced analytics, pharmaceutical manufacturers could tap the full potential of their sales and marketing data to reach revenue goals despite reduced budgets.



Business users can leverage the power and simplicity of the business model to easily navigate master data by category.

## Technology Challenges

Most pharmaceutical companies have access to a large amount of internal and third-party data; however, many companies fail to realize their full value do to an inability to extract all the insights from the data. Incompatible data structures, poor data governance, incomplete integration of third-party sales data with internal data, long data load cycles and slow query performance all conspire to make good business intelligence (BI) impossible.

Common reasons for this include:

**Data not fully integrated** To measure the effects of an integrated promotional campaign, prescription sales data need to be combined with longitudinal patient data and sales call details. Similarly, reference data such as product, customer and geography need to be

integrated at the lowest level of detail possible. Additionally, customer market definitions have no place to be stored, managed and governed but are used in multiple places as a common piece of reference data.

**Poor performance** Long load cycles result in days or weeks after receiving data to be available to the end users. Poor data warehouse query performance leaves many important questions unanswered. Often, analysts simply extract highly summarized data for analysis on the desktop and thereby miss key insights that only exist in the details.

**Aging architecture and design** Legacy models and processes for key datasets carry assumptions about sales and marketing operations, but the solution is unprepared for today's

business environment. For example, it is very difficult to report on account-based selling from a data warehouse built for traditional territory-based sales model. The existing solutions are often so brittle that even small changes require lengthy and costly efforts.

**Lack of governance** Many data warehouses and BI environments have accumulated excessive hierarchies, inconsistent definitions and an absence of safeguards against bad data. The result is poor data quality and poor user confidence in the data.

To deliver, you need access to this information rapidly, and you need a foundation for BI that can accommodate changes in the data to meet your business intelligence requirements so you can:

- Measure the impact of generics on sales and market share
- Transform sales processes when prescriber-level sales data becomes unavailable
- Optimize sales force territory alignment and implement account-based selling

## Kalido Delivers

The Kalido KONA Information Appliance for Pharma Sales & Marketing Analytics is a prebuilt and extensible solution that includes the following components to help give you better information to make smart decisions:

- A pre-defined pharma business information model with validation rules and pre-defined reference objects that you can easily extend and configure to match your business, and rapidly conform to emerging business models
- A business information model that delivers a comprehensive and fully integrated data foundation covering product and market, outlet, prescriber, retail and non-retail sales and share, call detail and more
- Pre-defined and powerful analytics for sales force performance management delivered as dashboards powered by QlikView
- Data loaders for data from both internal transaction systems and external providers with support

- for standard call activity and prescription sales data formats
- An application with pre-defined data management workflows to enable an auditable governance process, allowing stewards to create, enrich and modify sales data, including creating and managing market definitions, healthcare provider and product matching
- A data repository fully integrated with the power of a Netezza data warehouse appliance which delivers greater scalability and performance at a fraction of the cost of traditional hardware
- Audit and controls for security, user role assignment, a change log and time-stamping of all actions undertaken in the governance process
- Rapid implementation services to begin delivering business value within 30 days

The Kalido Information Engine™ is at the core of this sales & marketing analytics solution. The Kalido Information Engine is model-driven for a high degree of automation and flexibility from a business model that can be modified to your specific requirements. Initially configured with a comprehensive pharmaceutical business information model, this can be customized to your own terminology, definitions and rules. Kalido offers the most iterative and flexible way to model, map, segment, validate and merge data — enabling you to adapt it to your current requirements quickly and extend it to meet new ones.

## Solution Benefits

### Flexible and Extensible

The packaged solution increases deployment speed and reduces risk, and can be quickly customized to your unique requirements. Furthermore, the solution is easily extensible to include additional data sets to support other business needs such as supply chain management, patient safety reporting, fraud and diversion detection, healthcare expenditure disclosure and others.

### Rapid time-to-insight

Kalido offers pre-built delta processing and fast direct loader performance of third party data to generate optimized

data marts summarized for query performance. With the addition of pre-built analytics and optional in-memory dashboard, Kalido can cut the data latency time from two weeks to one day.

### Fast and easy to deploy

The pre-built nature of the solution reduces tedious manual coding to integrate third-party data and automate BI configuration. The solution includes a services engagement so you can start delivering real business value in 30 days -- no more manually integrating disparate tools and data to create your solution.

### Ensure valid and consistent data

Kalido includes capabilities to help you ensure good data is behind your sales & marketing analyses for making smart decisions. Kalido lets you create business rules to set a standard for data, includes workflow-driven governance processes that help data stewards correct invalid data and authorize it for general use, and provides audit and control functions for a sustainable data governance program.

### Easy to buy

The Kalido KONA Information Appliance for Pharma Sales & Marketing Analytics is a targeted solution that meets specific business needs. The complete solution is sold and supported by one vendor at an attractive price.

### Easy to use and inexpensive to maintain

The Kalido KONA Information Appliance uses QlikView dashboards that work the way people think without the need for extensive training. Kalido's model-driven technology allows the system to match your business information model and meet changing business requirements. A high degree of automation and pre-built integration dramatically reduces the costs for supporting the project. We estimate that the entire system can be supported and maintained with a single FTE resource.

## Contact Information

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