



HEALTH & LIFE SCIENCES

PHARMA SALES & MARKETING DATA SHEET

Leading Pharmaceutical Companies Boost Their Sales Force Effectiveness – and Bottom Line – Using Deep Analytics

With less “feet on the street,” pharmaceutical companies today are increasingly turning to their data to help them make critical decisions and increase their sales force effectiveness. The key to being successful however lies in their ability to access and analyze—in near real time—the terabytes of detailed data spread across their organization in disparate systems. The pharmaceutical companies that are able to overcome the technical and business hurdles to quickly consolidate their information, and extract meaningful insights from it in order to maximize their revenue, will be the winners in the changing healthcare environment.

Understanding what clinical information is resonating with physicians or if changes in marketing or sales call plans are impacting the number of new prescriptions being written requires having data from multiple internal and external sources at your fingertips. While the detailed data pharmas need is available, companies are unable to acquire and analyze it fast enough to make a difference in their business. Their legacy data warehouses simply can't combine all the different data sources and facilitate complex queries in a reasonable timeframe. Given today's smaller sales organizations, the staggering costs associated with developing new drugs and the small window of opportunity to maximize revenue, pharmas must be able to recognize trends and identify when changes in their selling model or the information they're presenting are affecting prescribing habits.

Simplifying management, processing and integration of sales and marketing data assets is critical for pharmas to fully leverage these investments. When this happens, pharmas can easily increase the granularity, scope and frequency of these assets. Instead of managing complex processing to simply provide benchmark reporting for the sales force, resources can be redirected to advanced segmentation analytics, targeting of opinion leaders and predictive analysis of physician and patient behaviors. Rather than only measuring sales force performance, the breadth of data assets can then be leveraged to proactively improve the effectiveness of the sales and marketing organizations.

Imagine the Possibilities:

- See results of sales call plan changes, territory realignment strategies, eDetailing and closed loop marketing campaigns in short order, enabling changes quickly and with minimal impact on the business
- Measure success of eDetailing/sampling/ product promotion efforts and align resources to the highest producing methods
- Measure the direct prescriber effects of reduced selling efforts and implement eDetailing or closed loop marketing strategies to minimize the impact of organizational changes
- Determine how selling into subgroups such as hospital sales teams, managed markets, Key Opinion Leaders (KOL) and direct selling is resulting in market share increases
- Illuminate KOLs' impact on prescribing behavior and maximize paid KOL activities
- Achieve coordination of cross-channel communications and marketing methodologies
- Test marketing campaigns and measure effectiveness in the required timeframe
- Analyze opt-in, call-to-action, time on websites, referrals to physicians and new prescriptions written conversion rates
- Develop a comprehensive understanding of and visibility to all the factors of influence including: peer to peer influence, clinical trial KOLs, affiliations and associations, authorship, institutions and organizations, events and prescribing activities

Key Benefits:

- **PERFORMANCE:** 10 -100 times faster than the competition
- **SIMPLICITY:** Fast time to deploy with minimal IT management required
- **LOW TCO:** A fraction of the cost of other analytic solutions on the market
- **LOW POWER, COOLING & SPACE CONSUMPTION:** High performance in a compact footprint


Netezza—Just What the Doctor Ordered

The Netezza data warehouse and analytic appliance is built specifically to analyze up to petabytes of detailed and complex data significantly faster than existing data warehouse options, at a fraction of the cost. It stores, filters and processes up to petabytes of data within a single unit, analyzing only the relevant information for each query. Netezza has placed processing power next to the data, so its appliances speed through processes that would occupy most data warehouse systems for hours, or even days. This speed results in more timely, efficient and effective business decisions within the sales and marketing organization.

Leading Pharmaceutical Company Prescribes Netezza for Business Analytics

Suffering from data located in disparate systems and a poor data warehouse architecture, this specialty biopharmaceutical company was unable to get the critical insights it needed from its data in a timely manner in order to optimize its sales force effectiveness. Since prescribing Netezza for complex analyses on its massive volumes of claims data, this pharma is able to refresh IMS data weekly rather than monthly, eliminating data latency for sales force reporting. In addition to becoming more responsive to changes in market dynamics, the company was able to reduce costs by replacing three systems with the new Netezza solution. And, due to the simplicity of ongoing administration and maintenance afforded by Netezza, this pharma was also able to redeploy two to three full time employees.

Transform Your Business with Netezza

The Netezza appliance is a database-server-storage system designed to perform complex queries against large volumes of stored data. Performing real-time analysis on massive volumes of data with complex queries requires significantly more performance than legacy data warehouses can provide. Netezza opens the door for increased profitability. Its raw power enables timelier loading of internal and external data translating into more frequent refresh cycles, more data to use for analysis, and most importantly, faster and better decision making. The simplicity of Netezza also means lower TCO, rapid deployment and significant power and cooling savings. 



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About Netezza

Netezza (NYSE: NZ) is the global leader in data warehouse and analytic appliances that dramatically simplify high-performance analytics across an extended enterprise. Netezza's technology enables organizations to process enormous amounts of captured data at exceptional speed, providing a significant competitive and operational advantage in today's data-intensive industries including digital media, energy, financial services, government, health and life sciences, retail and telecommunications. Netezza is headquartered in Marlborough, Massachusetts and has offices in North America, Europe and the Asia Pacific region.

For more information about Netezza, please visit www.netezza.com.