

Information Builders is one of the largest independent software companies in the world. We work with over 12,000 customers to ensure their success by putting interactive and actionable information in the hands of everyone in the extended enterprise: employees, partners, suppliers, and customers.

# Solutions for the Pharmaceutical Industry

Information Builders' WebFOCUS enables pharmaceutical companies to combine CRM, ERP, and third-party prescription data in a single report.



Winning in today's pharmaceutical marketplace is harder than ever: the Internet and e-business have shortened business cycles, increased the velocity of information, and created critical new marketing channels; product development cycles and approvals are fraught with risk; the emergence of generic drugs and the biotechnology industry as a growing force has greatly expanded competition; the abundance of new discoveries is accelerating exponentially; influencer mind share is harder than ever to capture; and merger and acquisition activity, corporate administration, and performance measurement a data-rich environment remains elusive.

Information Builders helps pharmaceutical companies overcome these challenges by integrating disparate systems throughout the enterprise and value chain – such as Seibel, Dendrite, IMS, and I-many – and making the information in these systems actionable via intuitive reports that enable faster and better decision-making by everyone in the organization.

Solutions built using our enterprise business intelligence and application integration technologies streamline business processes and improve responsiveness in critical areas such as sales and marketing, contract management, customer care, operations management, and R&D. Our unparalleled access to enterprise data and application sources helps accelerate integration projects, mitigating the risk involved in corporate merger and acquisition activity.

## Sales and Marketing Management

Information Builders provides the critical technology required to help you transform your sales force into the “knowledge force” needed to service key influencers more effectively. Sales management, marketing management, and senior executives in the pharmaceutical industry need to obtain a wide range of information about targeted influencers and their prescribing habits to support direct sales as well as e-detailing and e-education efforts.



Executive dashboards make high-level views of corporate performance based on comprehensive enterprise data available to senior management through a company portal.

The effective combination of Information Builders’ integration and enterprise business intelligence technologies allows you to easily create and distribute reports that intuitively synthesize product prescription trends based on every relevant data source in the enterprise – including prescriber-level data from sources like IMS Health or NDCHealth. Information Builders’ technology also gives you a real-time window into your complex data environment to yield the consistent, accurate, and usable competitor, market, and influencer information and analysis that marketing staff and sales representatives need to maximize performance.

Critical as they may be to your business, CRM/SFA systems like Seibel and Dendrite do not tell the whole story about your customers and your sales efforts. To achieve this, you need Information Builders’ powerful, versatile reporting, which is based on historical and current customer and sales execution activity across the entire pharmaceutical enterprise.

Pharmaceutical companies are under increased pressure to rationalize the promotional mix, mapping the right product and message to the right target, touched in the right manner, and with the right frequency. With Information Builders’ unmatched data access and flexible reporting, marketing management can use real-time information to effectively segment the market for a particular product, develop appropriate Internet and brick-and-mortar campaigns based on existing relationships and historical data, and measure the effectiveness of those campaigns over time.

Information Builders' technology delivers the following benefits to enable sales and marketing management and individual sales reps to get improved insight into performance of promotional campaigns and sales activity:

- Sales reps can receive real-time reports detailing performance against plan
- Marketing managers and sales reps can measure performance in their territories based on campaign participation and get up-to-the minute quota and performance information, while performing their own ad hoc analysis to measure detailing efforts and touches for particular influencers in their territory
- Key executives can achieve total visibility into overall sales performance using key performance indicators (KPIs) in a dashboard-style format
- Executives have the ability to drill down from the dashboard to more detailed reports – in real time if necessary – in order to pinpoint the root cause of any variance

### **Manufacturing and Operations Management**

Product quality and efficiency in the production process have always been critical to success in the pharmaceutical industry. Information Builders' pharmaceutical solutions improve the reporting function at every stage of the manufacturing and operations process. As a result, companies can track resource deployment and performance against objectives in real time at every stage of the manufacturing process, thereby accelerating time to market, improving quality, optimizing production capacity and raw materials management, and improving distribution processes.

### **Contracts Management and Compliance**

Delivering within the pricing parameters of multiple managed-care contracts is a key risk factor for pharmaceutical companies. Not only does inaccurate pricing have the potential for eroding profit and alienating customers, but companies face stiff fines for not adhering to government-mandated pricing guidelines. Information Builders helps pharmaceutical companies proactively manage contracts by facilitating real-time reporting and analysis of contract and pricing data so companies can identify areas of repeated rogue contracting and take the necessary action to reduce pricing errors and protect profit. Information Builders integrates with leading contract management systems like I-many, and the effective application of our business intelligence and integration technology can monitor contract systems for questionable pricing and contracting events with considerable exposure, while alerting management before a mistake is made.

### **Research and Development**

Comprehensive real-time data access is the key to profitably navigating the extended research and development process. While the industry continues to adopt e-clinical systems, they lack sophisticated reporting capabilities and the ability to provide superior business-related insight based on data that is available before the clinical reports. Information Builders provides the real-time data access, flexible reporting, and robust information delivery required for management to easily evaluate the development process by obtaining and analyzing information related to discovery, clinical trial outcomes and regulatory approvals, manufacturing processes, and quality control.

In addition to unifying everyone from senior corporate executives to R&D/clinical management in support of a development effort, Information Builders' pharmaceutical solutions can

## Find Out More

To find out how our solutions can help your company succeed, talk to an Information Builders representative today. Contact your local Information Builders office, visit us at [www.informationbuilders.com](http://www.informationbuilders.com), or in the U.S. and Canada, call **(800) 969-INFO**.

significantly reduce the time, cost, and risk associated with the entire R&D process. By using Information Builders' performance management framework, companies can quickly develop and implement a system that tracks research and development via KPIs integrated into a dashboard interface. As a result, companies can more effectively deploy resources and proactively identify problems before they derail an approval process or an entire project.

### Financial Reporting

Today's fast-paced business environment, combined with increasingly stringent federally mandated financial reporting guidelines, requires an agile finance department. Information Builders enables every professional in your organization to quickly, easily, and cost-effectively get the answers they need to conduct business, comply with regulatory requirements such as those mandated by the Sarbanes-Oxley Act, manage budgets, and forecast financial performance. Information Builders' financial reporting platform simplifies the financial reporting process, making it faster, more flexible, and more accurate. The platform delivers important features and benefits at every step, from data access and consolidation to automatic generation of financial statements and reports, the ability to manage financial performance via KPIs on a dashboard, robust financial analysis and forecasting, and financial report distribution, management, and archiving.

Key features and benefits include:

- Full integration with Microsoft Excel eliminates tedious, error-prone data entry from disparate financial systems that normally bogs down the reporting process. This includes automatic population of PivotTables with formulas and formats for easy OLAP-style analysis, and allows finance personnel to spend time analyzing data rather than gathering it. Information Builders provides a unique write-back capability that allows changes made to data in Excel to be propagated back to their corresponding underlying systems when desirable.
- Access to over 85 data sources on any platform enterprise-wide – even ERP packages and Hyperion Essbase cubes – ensures accuracy and completeness.
- Full report transparency promotes complete auditability and accountability of financial statements.
- Immediate or scheduled distribution of reports and associated documents speeds mandated reporting and encourages collaboration.
- Ability to audit supplier performance, vendor management, and procurement process.

### Mergers and Acquisitions

In an industry known for large-scale management and integration, the information involved in multiple layers of mergers and acquisitions becomes a major challenge. Information Builders' combined business intelligence and integration technologies are ideal for rapidly creating unified business processes and reporting. With access to more than 250 data and application sources and applications using service-oriented standards, our solutions can quickly and seamlessly integrate and make sense of all your data and systems to drive business performance.



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