

ims | one

A secure, cloud-based commercial operations platform that accelerates commercial operations end-to-end

Transformation continues to dominate the healthcare marketplace, and pharma is no exception. As your organization continues to evolve your commercial model in the face of lower growth, you need to explore new and innovative ways to get more performance from your commercial operations while managing costs, reducing complexity and internal effort, and increasing operational flexibility.

To help you focus your resources on critical commercial decisions and less on data collection, cleansing and integration, IMS Health offers IMS One. Flexible, open and fully scalable, IMS One is a technology solution that leverages the cloud to support a range of commercial processes. The platform supports call planning, territory alignment, incentive compensation administration, incentive compensation goal setting, roster management and KOL management.

Fully automated, IMS One eliminates the manual work typically done by internal staff or consultants and provides one, consistent source of information that can be deployed across the commercial organization.

Unlike competitive offerings, IMS One accesses a common data repository that keeps all modules up to date and in sync, eliminating data hand-offs across applications. IMS Health data is automatically provisioned directly from the IMS Health data factory as per the client's specific delivery schedule. This eliminates the need for redundant data management steps and multiple quality assurance/quality control activities. And because of the platform's open architecture, IMS Health data is seamlessly integrated with compliant client and third-party data sets, which improves decision making, lowers operating costs and reduces risks, while increasing speed to insight.

Plus, the platform offers:

- Cost and operational efficiencies — a cloud-based platform ensures you always have the latest software, with no maintenance or downtime



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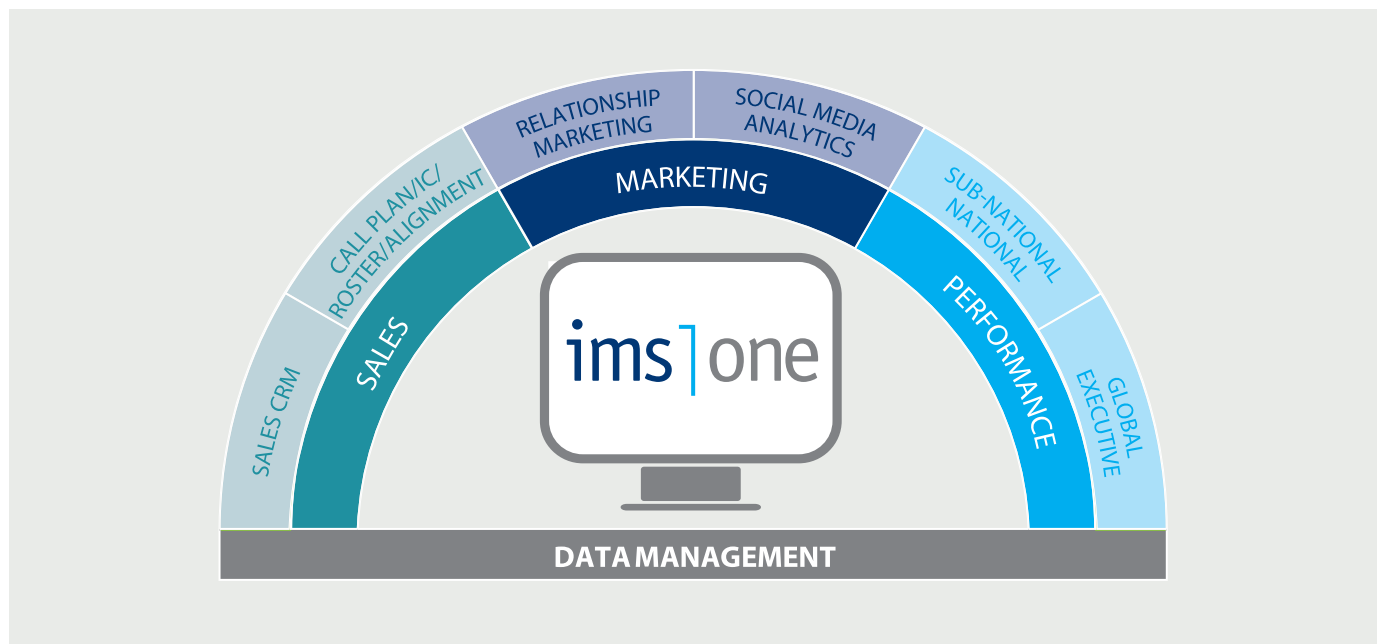
**Contact your IMS Brogan
sales representative**

or email us at info@ca.imsbrogan.com.

www.imsbrogansolutions.com

- Agility — implementation and expansion can occur at the rate and pace determined by your organization
- Ease of access and administration with one consistent interface and single sign-on
- Customized administration rights for governing access and security, and enabling user-defined workflows and personalized data views and reports
- Flexible licensing and service models allowing resources to be deployed where they can add the most value
- Mobility — IMS One supports truly native applications by which the full power of mobile technology can be leveraged for anytime, anywhere access, via any device

THE IMS ONE PLATFORM OFFERS A SUITE OF CONNECTED CLOUD-BASED SALES, MARKETING, AND PERFORMANCE MANAGEMENT TOOLS AND APPLICATIONS, TO HELP YOU PLAN, EXECUTE AND ASSESS CUSTOMER ENGAGEMENT ACTIVITIES ACROSS DIGITAL AND TRADITIONAL CHANNELS.



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