



## IMS PERFORMANCE ANALYTICS

ANALYST EDITION

Actionable Intelligence On-The-Go

**IMS Performance Analytics** is a user-centric business intelligence solution designed to provide every stakeholder of your commercial analytics team with the ability to view and report key performance indicators (KPIs) to help you generate efficiency and effectiveness, as well as reduce the total cost of ownership of your business intelligence. All editions can be customized to provide maximum flexibility and scalability. As a SLaaS (“Solution as a Service”) offering, **IMS Performance Analytics** leverages multiple technologies to ensure each user’s needs are met using the best presentation platform available. A multitude of presentation options are available to ensure each user has the most appropriate visualizations to facilitate decision making, including exception reporting and alerts, adhoc queries, mobile device delivery, and mapping.

### Facilitates Data Mining for Quick Decision Making.

In an increasingly competitive pharmaceutical marketplace, business intelligence and analytics are critical to helping you understand and respond to market drivers, optimize your resources, and maximize the value from your investments.

**IMS Performance Analytics, Analyst Edition** is an **adhoc** application designed specifically for business analysts who are capable of manipulating data and creating their own reports to support Commercial Operations with critical information insights on brand and sales performance.

- Web-based for quick decision making, easy dissemination and user experience
- Slice and dice IMS sales and prescription data, and your company-specific data to get quick answers to timely questions from the field and head office at multiple levels of granularity
- Eliminates the need for time-consuming data extractions and manipulation
- Create powerful and insightful graphs to facilitate decision making

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**To find out more about our suite of IMS Performance Analytics solutions, please contact your IMS Brogan representative for a demo or visit [www.imsperformanceanalytics.com](http://www.imsperformanceanalytics.com)**