



IMS PERFORMANCE ANALYTICS:

ACTIONABLE INTELLIGENCE ON-THE-GO

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.

To achieve these goals, a shared view of the business is crucial to drive organizational alignment across brand, sales and managed markets teams for a coordinated go-to-market approach. For sales to execute their part of the plan, they'll need actionable insight in order to put them at the right place, at the right time, to deliver the right brand message. And the brand team will want access to the most up-to-date information to measure the effectiveness of planned efforts and improve decision-making via easily accessible insights.

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.

INTEGRATED DATA, ACTIONABLE INSIGHTS



- » Complete set of accurate insights
- » Accelerated implementation
- » Available to meet all of your company's data reporting needs through six user-centric applications:
 - › Sales Edition - Manager
 - › Sales Edition - Rep
 - › Marketing Edition
 - › Analyst Edition
 - › Launch Tracking Edition
 - › Executive Edition

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 needs is answered using the best presentation platform available. You are not limited to a single technology.

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FEATURE

HOW IT HELPS

BENEFIT

Actionable Insights

Eliminates time-consuming report generation activities with at-a-glance dashboard views of your own data and your IMS data investment

Spend more time on execution, recommendations and decision making

Industry Best Practice

Best practice or customized views and KPIs to answer your most important business questions

Gives your teams rapid insight, with dashboards providing clear presentation of trends allowing identification of market opportunities

On-Demand Availability

Instant 24/7, 365-days access to your performance data when and where you want it

Timely intelligence to support rapid and informed decisions

Turn-key Solution

Implementation complete as quickly as four weeks with minimal internal resources required. IMS Brogan is responsible for ensuring data integrity and quality assurance

Users can focus on tapping future business potential instead of number crunching

PERFORMANCE ANALYTICS VALUE PROMISE

- » Complete set of insights
- » Accelerated implementation
- » Improved efficiency and effectiveness
- » Accurate insights
- » Integrated with CRM platforms
- » Flexible and scalable
- » Lowest total cost of ownership

FLEXIBLE PRESENTATION FORMATS

A multitude of presentation options to ensure each user has the most appropriate visualizations to facilitate decision making.

Interactive Dashboards



Adhoc Query



Mobile



Mapping



Alerts



Various
Presentation Options

Client Data Marts

Data Integration

Client
Data

3rd Party
Data

IMS
Data

CRM
Data

DATA INTEGRATION

The integration of all source data before the presentation layer using your business rules and documented processes leads to “one source of truth” and lends to report accuracy. Our experts will help your organization create the most relevant key performance indicators, integrate data from various sources and maintain data flow on a regular basis to ensure the availability of up-to-date information for all your stakeholders.

CRM SERVICES

IMS Brogan collaborates with the leading CRM providers to life sciences (Oracle, Veeva, Cegedim, etc.) to integrate all the relevant CRM KPIs into Performance Analytics or vice versa.

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ABOUT IMS

Operating in more than 100 countries, IMS Health is the world's leading provider of market intelligence to the pharmaceutical and healthcare industries. With more than 55 years of industry experience, IMS offers leading-edge market intelligence products and services that are integral to clients' day-to-day operations, including product and portfolio management capabilities; commercial effectiveness innovations; managed care and consumer health offerings; and consulting and services solutions that improve productivity and the delivery of quality healthcare worldwide.