



IMS PERFORMANCE ANALYTICS

MARKETING 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.


Powerful longitudinal insights into physician prescribing activity and drug utilization patterns

IMS Performance Analytics, Marketing Edition help you understand the dynamics of brand competition. Knowing the true source of business is essential to effective promotional strategies. Reported as a series of comprehensive, best-practice online dashboards, the Marketing Edition provides an accurate measure of longitudinal drug utilization in selected therapeutic markets.

- Fine tune marketing messages and promotional material by understanding the dynamic part of the market that can be influenced
- Allocate the right amount of resources (dollars and people) for a higher return on investment
- Improve business planning and provide better input into brand decisions by getting answers to key business questions:
 - What is the trend of our product’s overall performance?
 - What are our product’s sources of business?
 - Which products are patients being switched to or from?
 - What products are being added on to existing therapy?
 - Which age and gender groups are using our product?
 - Who is paying for our product’s dispensed prescriptions?
 - What is the average daily dose for my product?
 - What is retention and compliance for our brand and its competitors?

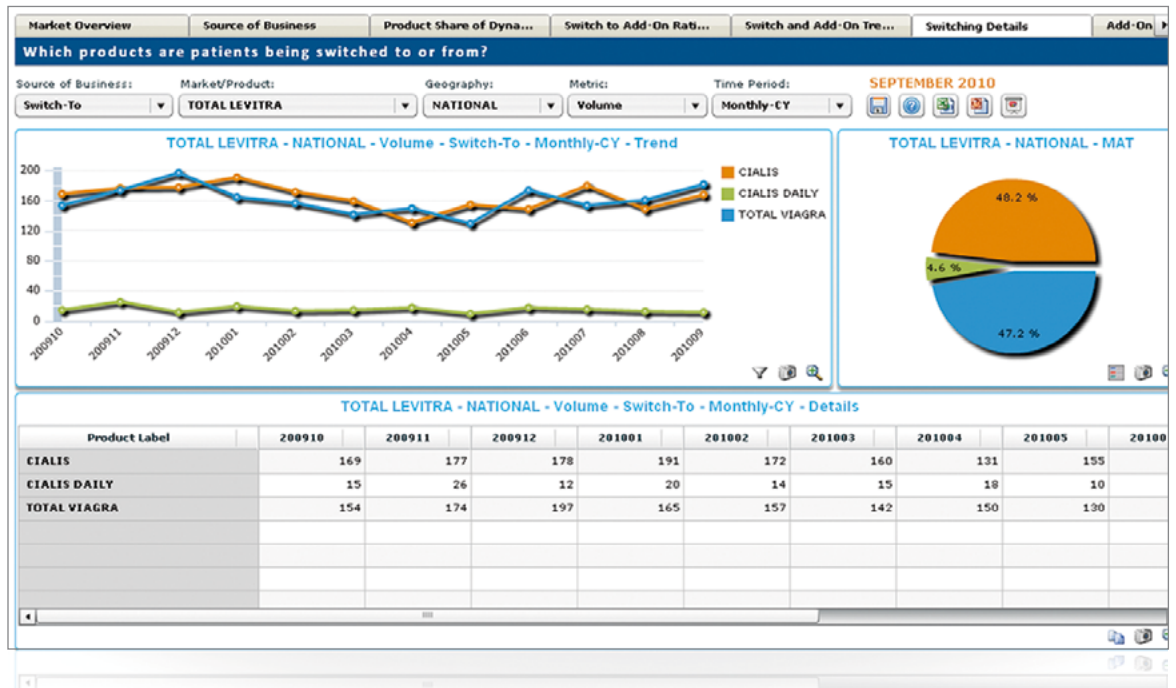
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Actionable Intelligence On-The-Go



CUSTOM MARKETING DASHBOARDS

Need additional insights for your brand? Our customized dashboards, designed according to your criteria, offer unparalleled reporting and analytic capabilities for deeper analysis of marketing-specific data. Combine the power of IMS data with your internal proprietary data and expertise to disseminate key performance indicators to your Marketing stakeholders.



To view the demo site and experience the ease-of-use and quality of insights available, visit:



[Marketing Edition – CompuScript Market Dynamics](#)



[Marketing Edition – RxDynamics](#)

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