



IMS PERFORMANCE ANALYTICS

SALES EDITION — MANAGER

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.

Timely information to support decisions that optimize territory management and sales performance

With IMS Performance Analytics, Sales Edition — Manager (formerly known as Sales Intelligence Dashboards), sales management can quickly access the health of their geography in seconds and uncover opportunities to maximize the effectiveness of their sales force.

A set of best-practice views containing key performance indicators can help managers quickly analyze the state of business and make actionable decisions.

Sales Highlights: Provides Sales Managers and Reps with a quick view to key performance indicators for their geography.

- What is the overall pulse of my geography?
- How is my region/territory performing against targets?

Territory Performance: Identifies trends in sales and prescribing activity of promoted products in the territories/geographies.

- How are my reps trending in comparison with each other?
- Who is reaching (or not) their targets?
- What FSA/outlets are underperforming?
- How are my FSA/outlets performing over time?

Competitive Insights: Identifies market trends and analyzes the competitive scenario in each territory/geography.


- How are my products trending against competition?


Prescriber List: Monitors and compares performance for key prescribers and promoted products.


- Which physicians should my reps target their efforts on?
- How are my reps doing against their call targets?

Prescriber Focus: Diagnoses market share and call activity for an individual prescriber.

- What is the trend for a high-priority physician’s prescribing activity?
- Is the call activity bringing results?

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