



IMS PERFORMANCE ANALYTICS

SALES EDITION — REP

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.

Increase sales force effectiveness with user-friendly dashboards that answer their most critical business questions

With IMS Performance Analytics, Sales Edition — Rep (formerly known as Sales Intelligence Dashboards), sales representatives can use easy-to-interpret information to understand their sales efforts and pinpoint untapped territory potential.

A set of best-practice view, customizable to client needs, contain key performance indicators to help Reps quickly analyze sales and product performance and make actionable decisions. IMS Brogan can also integrate and transform client and third-party data in order to ensure the most relevant insights.

Sales Highlights: Provides Reps with a quick summary of their territory’s performance.

- How am I performing against my target?
- Is my territory growing?

Territory Performance: Identifies trends in sales and prescribing activity and compares performance at any level of geography.

- 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 your key prescribers and promoted products.


- Which physicians should I target my efforts on?
- How am I doing against my call targets?

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

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

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