

Uncover Your Blind Spots

How do you effectively measure, manage and act in an evolving healthcare landscape?

Challenges




For life sciences companies, the pressures of portfolio evolution, multi-stakeholder alignment, cost containment, emerging markets and new technology are creating performance management challenges:

- **Blind spots in performance** stemming from a broader, more diverse set of stakeholders and channels
- **Lack of organizational alignment on KPIs**, which needs to be addressed with a new go-to-market approach
- **Fragmented technology solutions** unable to generate insight in the face of increasing data diversity and volumes

The dynamic healthcare environment is constantly raising the bar for performance management. To address growing needs, you need a new and better approach.

Benefits

Your organization can gain many benefits by using **Nexxus Performance**:

				
Get consistent and actionable KPIs across the organization near real time	End to end service to reduce commercial operations support and staffing costs	Reduce implementation time of Performance Management KPIs by 3x - 5x	Get the latest and most innovative visualizations allowing quick decision making	Eliminate complex data integration activities from multiple systems and data sets
Speed and Consistency	Solution as a Service	Time to Market	Technology and Innovation	One stop shop

The Offering

We designed **Nexxus Performance** to support healthcare business processes with an end-to-end SaaS solution via the IMS Cloud:

Executive Edition



- Provides a 360-degree view of the business with consistent and geographically aligned KPIs
- Enables “at-a-glance overview” of business performance and identifies threats and opportunities

Brand Edition



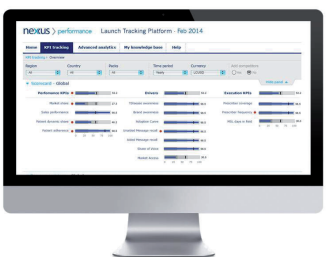
- Harmonized overview of strategically aligned Brand KPIs with a wealth of attributes to quench a thirst for insights
- Provides an understanding of the competitive environment to starve threats and maintain advantage

Sales Force Edition



- Easy and intuitive to use for field-based sales reps and senior management teams
- Enables a better understanding of the competitive environment to support competitive advantage
- Access anywhere and anytime via web or a mobile device

Launch Edition



- Relevant, insightful and actionable KPIs to track launch success, in line with the critical success factors
- KPI definitions and country-specific benchmarks ensure consistency in implementation and best-in-class execution

Analyst Edition

- Slice and dice IMS data, and your company-specific data to get quick answers to timely questions from the field and head office at multiple levels of granularity