

The Industry's Gold Standard of Market Measurement for Pharmaceutical Sales

IMS TSA offers unparalleled completeness and coverage, includes both retail and non-retail intelligence, and incorporates direct sales information from more than 25 pharmaceutical manufacturers and indirect sales insights from over 70 warehouses, representing over 95% of indirect sales in Canada.

The result is effective and complete tracking of sales activity through every major distribution channel to the outlet.

APPLICATIONS AND CLIENT VALUE

With TSA, you have the actionable information you need to strengthen sales management activities including:

- Performance measurement and compensation
- Sales objective setting
- Territory planning
- Resource deployment
- Inventory and supply chain management

TSA is the only service with full visibility to hospital, long-term care and other non-retail channels. This comprehensive coverage ensures you can align your territory sales objectives with ex-factory sales and compensate your reps with confidence based on the most accurate sales picture of your brand and its competitors.

FEATURES

- National coverage, down to the individual outlet
- Customized product groupings and geographic alignment
- Non-reporting warehouses appear as end-destinations
- Market Value Index (MVI) used as benchmark against entire industry
- National or provincial prices used for each product



The foundation for driving company success: IMS Territorial Sales Analysis (TSA) is the global standard in fairness and accuracy, as only TSA can track the actual sales of pharmaceutical products to every retail and hospital outlet in the country.

Contact your IMS Brogan Account Representative for additional information.

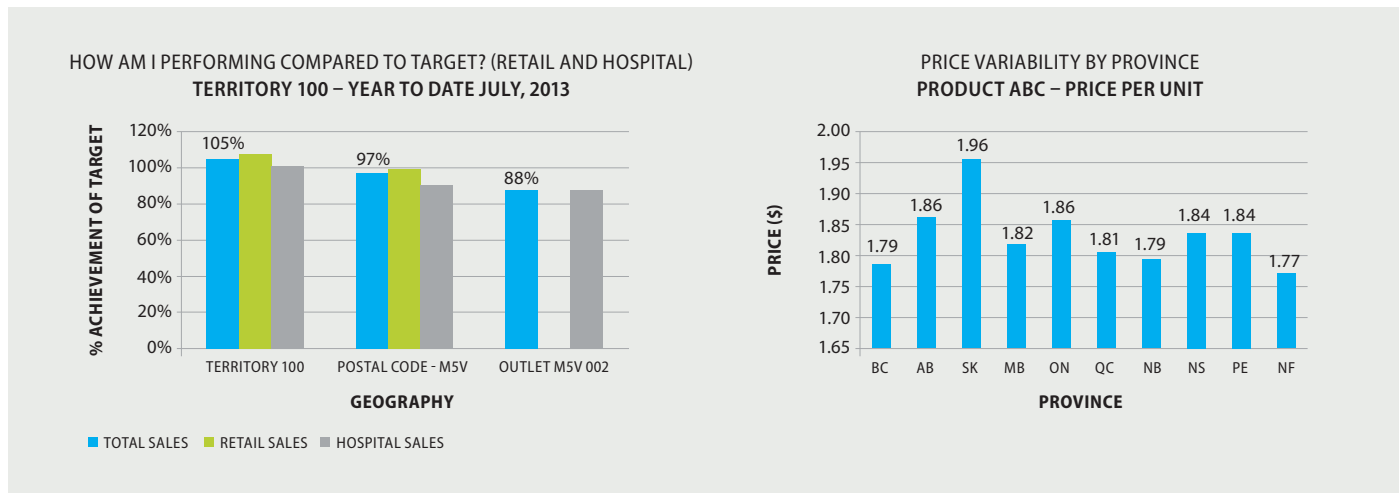
TSA CONTINUES TO IMPROVE WITH PROVINCIAL PRICING

We understand that to motivate your sales teams and drive sales, the most comprehensive, accurate and timely sales information is a must. This is why IMS has developed new pricing options for TSA.

With TSA's new pricing options, you can take advantage of the most accurate and stable pricing for your own and your competitors' products.

There are four pricing options to meet specific business needs:

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|--------------------|---------------------------|--|
| NATIONAL PRICING | Existing National Pricing | Standard list price |
| | Enhanced National Pricing | Prices are calculated across the country and held constant for the year |
| PROVINCIAL PRICING | Static | Prices are calculated by province and held constant for the year |
| | Dynamic | Current month and 23 previous months are re-calculated at every delivery |



Find out how TSA and other services from IMS Brogan can help you drive sales performance, increase revenue and generate a competitive advantage. Contact your IMS Brogan Account Representative for additional information.