



## MICROSTRATEGY SOLUTIONS FOR PHARMACEUTICALS

PHARMACEUTICAL COMPANIES USE BUSINESS INTELLIGENCE SOFTWARE TO EXCEL IN AN INCREASINGLY COMPETITIVE MARKET BY IMPROVING PRODUCT DEVELOPMENT, ENHANCING GO-TO-MARKET STRATEGIES, AND OPTIMIZING THEIR SUPPLY CHAINS.

Nine of the top 10 global Pharmaceutical companies rely on the MicroStrategy BI platform to make more effective decisions, especially in the following business areas:

### CUSTOMER ANALYSIS

- Develop more targeted customer profiles that focus not only on products, but also on the ability to pay for them by analyzing historical health trends in combination with demographics
- Identify and target individuals and demographics that could be considered “undiagnosed” with educational campaigns whose goal is to encourage these individuals to get screened and tested for possible issues
- Combine product sales information with customer groups and customer channel information to analyze what tends to lead customers to fill prescriptions at a more consistent rate or what leads physicians to prescribe certain drugs at a higher rate

### OPERATIONS & FINANCIAL ANALYSIS

- Analyze the prescription activity in a geographic region or area to make sales force adjustments according to market size or penetration
- Dissect buying trends from the largest customers (managed care providers and governments) to proactively create price points that benefit both the buyer and the organization

### SALES & MARKETING ANALYSIS

- Provide mobile analytics to a sales force that is consistently disconnected, allowing them to answer not only detailed drug information questions, but also historical and trending questions
- Target physicians who have high prescription rates of a certain drug or treatment with new drug information that treats complementary symptoms or conditions

### PRODUCT ANALYSIS

- Analyze buying tendencies and treatment outcomes to create more drug and product variations tailored directly towards different age groups and risk factors
- Combine demographics and patient historical trends to target “quality of life” needs of patients (i.e., lifestyle drugs) that improve the day-to-day living standards of patients, especially for non-acute medical conditions

### SUPPLY CHAIN ANALYSIS

- Improve production schedules through analysis of which products stay on the shelves the longest and how well each product is selling
- Manage inventories more efficiently based on historical trends and patient behavior to prevent stock-outs at retail and pharmacy locations

## CUSTOMER SUCCESSES

## ASTRAZENECA

- AstraZeneca employees can pull up reports through its sales force portal or run queries against a data warehouse.
- End users can view critical pharmaceutical sales information in a matter of seconds and quickly make decisions that seek to optimize market share with a particular HMO or prescription benefit management organization.



## IMS HEALTH

- IMS Health deployed the MicroStrategy architecture to anchor Sales Insights®, a customized online and e-mail application that enables pharmaceutical company end users to access the value of advanced analytics without becoming analysts themselves.
- IMS leverages MicroStrategy to deliver event or schedule-based Excel workbooks to pharmaceutical field personnel via e-mail.



The MicroStrategy platform supports the technical needs of Pharmaceutical customers:

- As the number of channels grows for the sale and distribution of pharmaceutical products, being able to deliver information across any channel and analyze trends and statistics of every channel are essential
- One, central location to control all security policies, access control lists, and permissions gives administrators in Pharmaceutical companies the ability to maintain security across a user base that is spread both organizationally and geographically
- Due to their history of developing products in many locations and along many product lines, trials and historical data is greatly distributed across many systems and locations, and analyzing the data requires a BI solution that can accommodate multiple sources very easily

9 OF THE TOP 10 GLOBAL PHARMACEUTICAL COMPANIES RELY ON MICROSTRATEGY

*"The performance and scalability of our MicroStrategy-based application is remarkable, allowing our users to be more productive and efficient."*

— KEITH MEGAY, ASTRAZENECA

LEARN MORE ONLINE

MicroStrategy was rated #1 in Customer Loyalty, Data Volumes, and Standardization by The OLAP Survey.

For the complete results visit:

<http://www.microstrategy.com/OLAP6Survey>

For a list of customers by industry, including Pharmaceuticals, visit:

<http://www.microstrategy.com/CustomerList>

