



## QlikView® for Life Sciences

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Delivering sales and marketing effectiveness





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# The rules have changed

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## Things are different in the life sciences industry today – and nowhere more dramatically than in sales and marketing. Is your team ready?

New rules like the Sunshine Act are fundamentally changing how you must interact with physicians, advertise your products, and execute your marketing campaigns. The looming patent cliff means increased competition from generics as the innovation pipeline remains uncertain. Meanwhile, unrelenting competitive pressures are forcing a wave of consolidation as pharmaceutical and biopharmaceutical firms seek to increase ROI and drive economies of scale. All of this puts more pressure than ever before on your sales and marketing teams to deliver results.

To thrive in this new environment, leading firms are transforming their approach to sales and marketing. Sales force armies are out; the sharing of clinical information to improve patient outcomes is in. The key to managing this transformation is real-time insight into mountains of data – all made accessible where and when your people need it most.

### **Business Discovery for business users**

For years, companies have used business intelligence tools to help sales and marketing teams do their jobs better. What's different today is the size of the data volumes available for analysis and the speed at which it is needed. In the past, a two-day wait for a report might not have made a difference. Today, it can mean the difference between success and failure.

QlikView®, the leading Business Discovery™ platform, can help. It delivers true self-service BI that empowers business users by driving innovative decision-making. Using QlikView, your IT team can extend business intelligence directly to end users. Now your sales and marketing people on the front lines can assemble data from multiple sources, explore it, make discoveries, and uncover insights in new ways – all in real time or offline, where regulated.

### **Better sales and marketing performance**

If you're a pharmaceutical sales or marketing rep, QlikView helps make you more effective. Using virtually any mobile device, you can track who you've called in the past, see who is next in line, and monitor prescription rate trends for any targeted physician. You can also integrate with Google maps to plan out the most efficient route for making your calls. Managers, meanwhile, can look across territories and quickly identify top performers – and then drill down into the details for insight into their success.

When it comes time to speak with a physician, time is of the essence—and you need answers in an instant. This is why QlikView puts the data you need at your fingertips no matter where you are, to dramatically improve sales force effectiveness – and your bottom line.

## What is Business Discovery™?

Business Discovery is based on the belief that information can change the world and that every business user contributes to that transformation. With the QlikView Business Discovery platform, everyone can easily analyze data and experience that “a-ha” moment of discovery.

Look at it as a whole new way of doing things that puts the business user in control. Unlike traditional BI, where just a few people are involved in insight creation, Business Discovery enables everyone to create insight. It's about workgroups, departments, and entire business units having access to the data they need to make better decisions. With QlikView, businesses can take insight to the edges of their organization, enabling every business user to do their jobs smarter and faster than ever. QlikView enables all users to create tailored insights that meet their unique business needs and timelines.

If you're on the marketing team, QlikView® proves equally effective. You can quickly segment the market to learn which drugs sell best and why. You can also analyze advertising spend, evaluate campaign effectiveness against established KPIs, and measure success across multiple campaigns. And as you drill into the details behind the numbers, you benefit from QlikView's associative search capabilities. These help you discover novel relationships across your data and make insightful connections that were never before possible. Wouldn't you like to know what drugs are doing well, and what drugs are not by region, physician, campaign, and rep – along with the reasons why?

## The integrated, collaborative enterprise

QlikView also has the power to integrate your sales and marketing efforts so that the two teams work more effectively together. For instance, marketing can monitor click-through rates for online campaigns and track leads to enforce follow up calls that kick off the sales process.

More importantly, you'll be able to integrate sales and marketing with the rest of the enterprise so that everyone can be more effective. Take, for example, the practice of Key Opinion Leader (KOL) mapping. Using QlikView you can more effectively map and manage your KOLs – maintaining detailed intelligence and activity reports for key industry advocates such as professors, doctors, and other industry influencers who support specific therapies. Your marketing team can then identify critical areas where KOLs excel and map these areas to specific events such as classes, keynote addresses, or clinical trials in which KOLs may want to participate. Or they can identify where KOLs are not as active, determine the reasons why, and follow a new course of action to get KOLs involved and help improve advocacy rates.

Your sales reps, meanwhile, will gain better insight into how physicians think and on which therapies they're currently focusing. This makes them better prepared to address KOL concerns when the rare opportunities for face time occur.

Sales reps can also use QlikView to collaborate with Medical Science Liaisons (MSLs). The result is peer-to-peer relationships with physicians that enable data-driven discussions on the clinical effectiveness of the therapies you offer. In this way, and many others, QlikView helps bring your entire enterprise together – not to deliver generic, mass marketing messages but to communicate sound, scientific arguments that speak directly to the medical value of your products.



## Applications areas that drive sales and marketing success

The examples discussed thus far are only the tip of the iceberg. QlikView® can be used across a wide range of sales and marketing activities – giving you the insight you need – based on a single version of the truth – to advance the goal of helping healthcare providers deliver the best possible therapies to the widest number of patients. The diagram below shows how you can use QlikView to help your sales and marketing teams succeed.



# Insight Everywhere

## What do your sales and marketing teams gain with QlikView?

Quite a bit, actually.

- **Social Business Discovery**—Collaborate more effectively by sharing inputs, perspectives, and expertise while forging new paths to discovery and insight
- **Comparative Analysis**—Analyze data sets from virtually any angle, create and share new data associations to build on existing knowledge, and discover new insights
- **Mobile Business Discovery**—Take advantage of the interactive analysis and timely data availability of QlikView on mobile devices – even when devices are offline
- **Rapid Development Platform**—Create your own analytical apps quickly, without requiring lots of ongoing involvement from IT
- **Enterprise Platform**—Rely on robust insight even as sales and marketing teams grow – thanks to enterprise-ready software that meets IT requirements for security, performance, and advanced yet easy-to-use administrative tools needs and timelines.

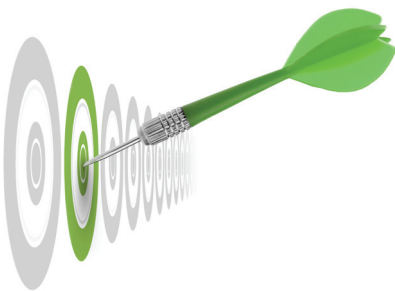
**QlikView® can take insight to the very edges of your organization, shifting the paradigm of BI created by a few to everyone leveraging Business Discovery™ for their specific business needs.**

QlikView is a leading Business Discovery platform that enables business users to explore live data, make discoveries, and solve unique problems. Business users can search and explore, use dynamic dashboards and interactive analytics from any mobile device – even if the device is disconnected from mobile networks. QlikView empowers your business users, teams, and departments to forge new paths to insight, without bothering IT every time they need answers. Instead, IT can stay focused on ensuring the quality, security, scalability, and availability of core business data available through QlikView.

## **Create, communicate, and explore with social Business Discovery™**

Business decisions are seldom made in isolation, they are collaborative. They are based on social exchanges driven by real-time debate, dialog, and shared insights. QlikView's approach places collaboration at the very heart of Business Discovery – and whether your sales force is in the same building or scattered across the globe, QlikView connects everyone in real time or asynchronously. It provides users with the freedom to securely and privately collaborate as they choose.

QlikView incorporates best-of-breed visualization capabilities including a broad range of charting and display options. The simple and easy-to-use QlikView interface isn't just intuitive – it's appealing. A simple click can transform the analysis and open up new analytical paths and ways to visualize data. Based on security roles, business users can interact with QlikView Apps and make modifications, additions and/or create new apps without requiring complex training or ramp-up time. If users need a specific visualization component that is not included in core QlikView, web developers can easily and seamlessly integrate custom and third-party components.



### **Powerful collaborative sessions**

However your sales and marketing teams work and collaborate, QlikView® has the flexibility to make them more effective. For example, your teams can use collaborative sessions to jointly interact with a QlikView document in real-time— to review strategies, hone best practices, and seize the latest sales opportunities.

These sessions are bidirectional, so teams can interact live with QlikView documents – sharing selections and testing scenarios together, even if users don't have a QlikView license. What's more, collaborative sessions aren't limited to desktops and laptops, which means users can join using their mobile devices and tablets. And to support collaboration within an enterprise portal, QlikView integrates with Microsoft Office® productivity software and Microsoft SharePoint® and shares collaboration objects and bookmarks.

### **Annotation capabilities facilitate discussions**

With the new annotations collaboration object, QlikView users can engage in highly effective—discussions about QlikView content. Let's say a sales rep in a particular territory creates an analytical app object in QlikView for an optimized physician segmentation model and shares it with the rest of the sale force. Using the new annotation capability, other sales reps can respond in a threaded discussion about ways to improve the segmentation model. Sales reps can capture snapshots of their own data selections in the model and include them in the discussion. QlikView captures the state of the object (including latest optimized selections), as well as who made each note and comment and when. This leaves you with a lasting record of how the model was created and improved.

### **Follow your own train of thought through the Associative Experience**

One of QlikView's primary differentiators is the associative experience. Leveraging QlikView's in-memory processing, the associative experience is similar to Google's new Instant Search, providing instant results as you type. More importantly, an intuitive interface highlights important relationships between your data yielding insights that would be impossible with traditional tools.

This means that each member of your sales and marketing teams can follow their own train of thought – exploring huge volumes of data and relying on QlikView's inference engine to maintain associations in the data automatically. They can ask questions in many ways: clicking on data in list boxes, lassoing data in charts and maps, wherever they see opportunities for insight. And they can do all of this from any device – and without tasking developers with the job of creating rigid hierarchies of data and hard-coded drill paths.

### **Comparative analysis for deeper insight**

With QlikView's latest comparative analysis capabilities, it's never been easier to discover new connections in your vast stores of data – empowering you to spot similarities, differences, outliers, and of course, opportunities. You can create multiple groupings of data in any QlikView document, and each grouping is fully interactive to enable true multidimensional analysis. You can also create graphs, tables, or spreadsheets based on the different groupings to gain new insights and discover patterns you could never see before.

For example, your marketing team can run comparisons of patient demographics data with pharmacy and hospital script volumes – generating different Venn diagrams to find significant overlaps and outliers. This sort of multidimensional analysis can lead to novel conclusions about patient populations around pharmacies and hospitals with the highest volumes – conclusions that can help you market better and sell more.

### **QlikView® for mobile: Insight on the go**

QlikView for Mobile delivers the full Business Discovery™ power of QlikView across multiple mobile device platforms. Unlike lightweight visualization tools that support only some of the potential of the full tool, QlikView for Mobile takes full advantage of HTML5 to give you the same seamless and visually rich QlikView experience – whether you're on a smart phone, tablet, or a PC.

QlikView for Mobile also supports multiple device platforms – from iPhones and Android smart phones to Apple, Android, and BlackBerry tablets. This dramatically speeds development wait times because business users don't have to wait for developers to create new versions of QlikView apps, dashboards, and reports for each mobile device platform.

### **Offline? No problem**

Wireless connections are often forbidden in hospitals and clinical facilities. This is why the new QlikView iOS app for iPhone and iPad supports a powerful new disconnected mode that allows your people to work with QlikView even offline. Whenever and wherever your reps get that precious opportunity to meet with physicians and KOLs, they can still interact with QlikView apps and access bookmarks they have downloaded to their devices. This enables them to share all of their compelling research and data to help doctors make the best therapeutic decisions.

### **Empower your people and free up IT**

With traditional solutions, the creation of BI is highly centralized with development teams. Business users can wait months, even years, for the applications and information they want. QlikView, however, blurs the lines between IT and end users, empowering everyone to create their own analytical apps – whether it's IT professionals, third-party software developers, or business users themselves. This changes the relationship between IT and the business – for the better. IT – which remains in charge of the platform, IT strategy, and data integrity – becomes an enabler of business change by empowering business users to get the information they need in the way want to receive it. This unlocks the value of IT and its data systems for the benefit of the entire organization – while removing IT from an endless line of ad-hoc requests and distractions. And because IT is freed from low value distractions, it can now dedicate other resources to its core mission of helping the firm achieve its strategic objectives and enabling business users.

### **Simplified chart data**

Traditional BI requires macros and advanced aggregation functions to create meaningful comparisons in charts – like top values, lowest values, mean averages, etc. QlikView does away with all this in favor of granular controls that make it far easier to extract and display critical information in a chart or graph. All it takes is a few clicks in the item's property box. What's more, calculations in a chart or graph are faster than ever because they now occur in the chart engine, not the presentation layer.



### **Better use of screen real estate**

QlikView® helps optimize the use of precious screen real estate on your business phones and tablets. For example, you can now create more efficient and user-friendly interfaces by placing multiple objects on a single tab, snapped together in a grid. This enables business users to gain a more consolidated view of business information. In the end, they're able to see a much wider array of perspectives on a given data set without having to constantly navigate the screen.

### **Improved user experience**

Today's QlikView provides even more enhancements to make it even easier for business users to interact with charts and graphs. For example, developers can annotate dimensions and expressions within each chart or graph. When users hover over different chart elements, they can see full explanations of the content and context of each element. Users can also specify conditions that control when a dimension or expression is used on a chart based on any criteria including a user's action, selections, role, or the underlying data conditions. In addition, thanks to improvements within QlikView's Ajax client, tab navigation has also improved. In any QlikView document, users can scroll through tabs to find the sheet they want or select it from a drop down menu, making it much easier to find the content they need.

### **More development control**

As QlikView helps your business users and developers streamline QlikView app development, it also helps you maintain control – even for the largest QlikView deployments. Everyone can access and utilize central source control systems, such as Microsoft Team Foundation Server, directly from the QlikView desktop. The source control system can then provide change tracking and rollback, and can merge changes made by multiple developers. Each element of the QlikView document – such as script, properties, and user interface object definitions – is stored separately and can have changes tracked separately.

### **Enterprise-ready for performance, security, and IT administration**

With traditional BI solutions, IT professionals must commit significant amounts of time to creating data models, building large semantic layers, writing queries, or generating reports. QlikView takes a fundamentally different approach. It is rapidly implemented to minimize disruptions and highly scalable to deliver ongoing ROI. It's also a comprehensive BI solution that delivers data-driven insight to all of your business users according to a self-service delivery model that frees up IT resources. Yet while business users are empowered to generate their own BI content, QlikView puts the reins of control squarely in the hands of IT. This is done with advanced and intuitive administration tools that help IT ensure the availability, reliability, and security of business data.

Your sales and marketing teams can rely on a powerful Business Discovery platform that empowers users to access the insight they need when and where they need it. Once QlikView has solved a significant business problem that traditional BI cannot address, other departments take notice. It does not take long before the solution evolves into an enterprise-wide Business Discovery platform that delivers insights and opportunities previously unattainable.

## Case study: Genzyme

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### Background:

For more than 30 years, Genzyme Therapeutics – a Sanofi company – has pioneered the development and delivery of transformative therapies for patients affected by multiple sclerosis and a wide range of rare and debilitating diseases. To reach the widest population, Genzyme sells and markets these therapies in countries around the world.

### Challenge:

Genzyme needed timely, accurate data to support the kind of rapid decision-making that helps increase revenues and better serve patients. Poor business intelligence tools prevented the company from achieving a comprehensive view of sales and marketing revenue and productivity. What it wanted was a way to bring that data together and make it available in a dashboard for easy insight and faster decision making.

### Solution:

With QlikView®, Genzyme gained a platform for rapidly prototyping and developing self-service business intelligence solutions. Some of the sales and marketing applications Genzyme has built include:

- **KOL mapping** – which provides detailed intelligence and activity reports for key industry advocates, allowing Genzyme to see where KOLs excel or could use additional training. This has helped the company drive greater drug adoption.
- **Sales reporting** – which supports a single view for all activity with customers such as trends, forecasting and results – all detailed by salesperson, product, account level, and geography. This improves sales efficiency and effectiveness.
- **Physician queries** – which helps analyze the pattern of physician queries for insights such as where more market awareness is needed. Genzyme also uses it to assess campaign effectiveness and analyze prescription levels across regions and doctors. This helps the company to be far more effective at targeting market segments.

### Benefits:

QlikView started among a targeted group at Genzyme. But word has spread, its popularity has increased, and today it is used enterprise-wide. This has helped the company generate an ongoing ROI while driving increased efficiency across sales and marketing teams. Today, these teams are far more effective, and this has helped Genzyme maintain competitive advantage during difficult times.

## Case study: A global pharmaceutical leader

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### Background:

This global life sciences firm has a mission to improve the quality of human life by helping people live longer and better. As well as developing a wide range of therapies for the open market, this firm volunteers time, effort and resources for research on HIV/AIDS, tuberculosis, and malaria.

### Challenge:

Always on the cutting edge of industry innovation, this firm wanted to revamp its approach to sales operations. This involved a redesign of the way sales reps are compensated. In the past, sales reps were compensated based on the number of scripts the doctors in their territories wrote. What the firm wanted was a compensation plan that put less emphasis on personal relationships and more emphasis on science-based customer service.

### Solution:

With QlikView®, the firm was able to deliver transparency to the new compensation plan. To determine compensation today, the company uses customer feedback in the form of surveys as well as internal test of evaluate product and overall field knowledge. The data for these areas are clearly displayed in QlikView for the company to see. This form of compensation stresses the data behind what the firm sells – which is also accessible to all sales reps when they communicate with physicians and other KOLs.

### Benefits:

Now sales reps have more targeted discussions with physicians – discussions that are based on the science of various therapies more than anything else. Physicians greatly appreciate the new model which saves them time and helps them make more informed decisions. This has also helped improve relationships between the firm and its customers.





## The benefits of Deep Insight

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As a company in the life sciences industry, one of your primary objectives is to effectively communicate the value of the therapies you offer. Your ability to do this increasingly depends on insight. Which patients can most benefit from your offerings? Which doctors are most likely to use them? Who on your sales team can most effectively advocate for your offerings? What marketing techniques help you reach the right audience so that you can deliver the right drugs to the people who need it most? QlikView® gives you the insight you need to answer these questions and others like them. This helps you drive success in a complex, highly competitive industry.

With QlikView, you can help your sales and marketing teams achieve the following concrete benefits:

- **Better sales performance** – with insight into critical sales metrics across regions and individuals
- **Increased sales efficiency** – with better territory management, and improved assessment and planning
- **Improved marketing effectiveness** – with better physician segmentation, strong campaign analysis, and improved product and brand management
- **Less costly compliance** – with full audit transparency into activities associated with labeling, marketing and sales

In the end, your organization will have the insight required to make better sales and marketing decisions on an ongoing basis – decisions that help you thrive at a time of fundamental change in the life sciences industry.

### Learn More

To find out more about how QlikView can help your sales and marketing teams achieve higher levels of efficiency and effectiveness in the life sciences industry, contact us at

<http://www.qlik.com/us/company/contact-us> or visit us online at <http://www.qlik.com/lifesciences>.

