

SIEBEL SINGLE-VIEW SOLUTION FOR PHARMACEUTICALS AND BIOTECH



Siebel Single View from Oracle facilitates a single, complete source of profile information for customers of pharmaceutical and biotech companies, regardless of where the relationship exists. This unified view of the customer can be used to accurately validate physicians and other influencers, segment customer groups, tailor a product pitch to meet individual needs, or respond proactively to a medical information inquiry, allowing pharmaceutical organizations to better respond to customer needs.

KEY FEATURES

- Comprehensive and up-to-date master repository
- Organizational hierarchy administration, including multiple and custom hierarchies
- Historical profile tracking and audit trail
- Real-time fuzzy searching and matching to ensure clean customer profiles
- Deduplication administration and configuration
- Centralized data cleansing, validation, and enhancement using AMA Physician List
- Industry-specific Web Services
- Publish-and-subscribe infrastructure to keep applications synchronized
- Out-of-the-box integration with the Universal Application Network architecture
- Cross-key indexing to associate a master profile with records across the enterprise
- Universal Unique Identifier (UUID) support
- Configurable with Siebel Tools

The Customer Data Challenge

Most sales and marketing activities at a pharmaceutical or biotech company depend on successfully maintaining a unique, complete, and correct profile of each customer across all lines of business. However, most large pharmaceutical companies find it difficult to maintain a single customer identity and struggle to effectively manage these relationships across the enterprise. This increasingly difficult and costly issue is known as the customer data integration (CDI) challenge.

The CDI challenge stems from the difficulty of aggregating data from the provider/customer data silos that exist in multiple functions and business units, as well as from the myriad external syndicated data sources such as IMS, NDC, AMA, HSG, IRI, and others. The number of data sources can often range from 10 to more than 30, a problem complicated by the fact that multiple types of customers can be interlinked through multiple relationships and hierarchies. Inaccurate customer profiles create problems ranging from wasteful drug sampling and disproportionate territory assignments to regulatory breaches, all of which can be extremely costly to organizations.

Early attempts at solving the CDI problem have been unrealistic, excessively expensive, or have proven ineffective over time. Building a custom system either internally or through a service organization has often led to technical and/or political failures. Even when initially successful, custom systems often become far too expensive to enhance or maintain.

The Siebel Solution

Siebel Single View facilitates a single, complete source of profile information for customers of pharmaceutical and biotech companies, regardless of where the relationship exists. This unified, single view of the customer can be used to

accurately validate physicians and other influencers, segment customer groups, tailor a product pitch to meet individual needs, or respond proactively to a medical information inquiry, ultimately allowing pharmaceutical organizations to better respond to customer needs. Siebel Single View has four major components that, in combination, solve the customer data integration challenge at pharmaceutical and biotech companies.

The Customer Master

The customer master repository stores rich profiles of all types of customers and manages an extensive set of customer attributes and relationships across the enterprise.

Robust Data Model, Specific to Biotech and Pharma

The Siebel Single View solution uses the most widely used pharmaceutical customer data model in the world: Siebel Pharma CRM. It is a complete and robust party model that enables pharma-specific entities, relationships, and hierarchies.

Physicians can have multiple associations among themselves, as well as among the offices and institutions at which they practice. Activities, such as sales calls, MedEd events, and campaigns, can be tracked for each physician. It also models the many related pieces of information that are required to provide a complete profile for each customer.

Rules-Based Consolidation

Siebel Single View uses rules-based consolidation to create a single best-of-breed record from multiple sources of customer information. For example, duplicate physician records are a common occurrence, since a significant number of data sources contribute to the physician profile, including field force automation users that may add “new” physician records daily. Siebel Single View makes it easy to intelligently select attributes from multiple profiles, combine them into a consolidated profile, and share that profile across the enterprise.

Regulatory Compliance

Siebel Single View provides a complete audit trail that complies with CFR Part 11 regulations; all changes are tracked and, if necessary, are reversible. In addition, survivorship rules are provided, defining the system and confidence level requirements for making updates to each master data element.

Territory Alignment

The master repository can also serve as a central location to create and maintain sales territories. The solution’s Territory Alignment feature allows customers to effectively implement changes to the structure of sales organizations, minimizing downtime and helping customers rapidly react to changing market conditions.

Data Quality

In most organizations, customer data is siloed across multiple divisions and IT systems, resulting in multiple profiles per customer, each of which can be inconsistent to varying degrees.

Matching

Duplicates cannot always be avoided, so the Siebel solution identifies potential duplicate profiles with sophisticated matching capability. With the workflow capability offered by Siebel Single View, potential duplicates can first be verified by a data steward before they are merged.

Data Validation

Siebel Single View provides prebuilt capabilities to validate and enhance customer information with external data sources, such as the AMA Physician List.

Data Profiling

Siebel Single View also provides the ability to gain insight on customer data and any actions performed on it. With this module, organizations can generate aggregation reports that will show data distribution, such as customer counts by data type, and enable organizations to take corrective action. It also provides insight into which applications or data sources generate the most accurate information over time, or what proportion of the physicians or hospitals maintained in the enterprise have complete and unique profiles.

Customer Insight

Organizations recognize that distributing analytical access to customer-facing employees can reap significant benefits in the form of insight-driven action. Employees can respond proactively to events such as the listing of new physicians and a change of name or address, as well as improve their targeting of customers for cross-sell and up-sell marketing campaigns.

By including customer profitability and value assessments, organizations are better equipped to offer differentiated services to their customers.

With actionable customer insight enabled by Siebel Single View, executives can effortlessly answer questions such as:

- Which physicians are switchers?
- What are the characteristics of my best customers?
- Which customer segments generate the most revenue and/or best margins?

Integration

A master solution is, by far, the most integration-heavy solution in the IT infrastructure—it is one of the most complicated and risky projects undertaken by today's organizations in terms of both time and financial investment. Analyst firm Forrester says that companies implementing a single view customer solution have found that up to 80 percent of the project budget can be spent on integration issues. This is due, in part, to attempts to fix the integration problem within the existing silos.

Prebuilt Business Services

In order to reduce integration costs, Siebel Single View provides interfaces that can be accessed easily by other applications. These interfaces are defined as business services (that is, support services-oriented architecture) and use industry standards such as XML and Web Services.

Prepackaged Integration

Siebel Single View also offers prepackaged integration for custom, packaged, and legacy applications through Universal Application Network. These prepackaged processes reduce the custom development associated with traditional integration approaches, resulting in reduced risk, lowest total cost of ownership, and fastest time to implementation.

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