

## Oracle CRM for Life Sciences with IMS Rx Analytics Powered by Oracle

Oracle offers a complete Rx Analytics solution that drives sales and marketing effectiveness with ready-to-act analytics.

Oracle's Life Sciences Rx Analytics Solution is the first fully-integrated CRM and Business Intelligence platforms offered in a service model (SaaS) for Life Sciences. It combines the trusted, industry-leading Rx performance information assets of IMS with the power of Oracle's leading-edge Business Intelligence analytics, seamlessly integrated with Oracle CRM On Demand and Siebel CRM.

### IMS Rx Analytics Powered by Oracle Solution Highlights:

- Role-based analytics for sales, marketing, and operations
- Gain insight into brand performance, market share, segmentation and targeting, pricing, campaigns, and competitive intelligence
- Dashboards and alerts are embedded within CRM screens
- Updates delivered transparently with no IT staff needed

### Challenge: Act Effectively upon the Voluminous Mix of Internal and Syndicated Rx Data

The healthcare ecosystem is changing. Increasingly, payers are mandating the drugs that participating providers can prescribe, eroding revenue growth and profitability. Specialty therapeutic areas such as anti-viral and oncology are growth areas that need to be targeted. The range of stakeholders that pharmaceutical firms need to educate is expanding to physicians, payers, providers, and consumers, via technology as well as traditional interactions. Sales and marketing organizations need gain better metrics to understand influencers better, optimizing how they invest their sales and marketing dollars.

However, it is difficult to deliver Rx analytics. Companies that attempt to measure Rx performance get more than 90% of their data warehouse information from syndicated sources, such as IMS. Firms have as much as 30 terabytes of data to maintain, update, and deliver in reports. IT staffs struggle to transform syndicated data into timely, useful reports.

Wouldn't it be great if someone could provide all of that data on a timely basis, ready to act upon by your firm? Oracle's Life Sciences Rx Analytics solution does all of that and more, driving sales and marketing effectiveness with ready-to-act analytics on demand from IMS, powered by Oracle, along with Oracle CRM On Demand and Siebel CRM.

### Provide Actionable Insight into Prescribing Behavior as the Influencing Model Evolves

Oracle's Life Sciences Rx Analytics solution drives execution from analysis to action. Dashboards provide easy-to-grasp summaries of trends and important exceptions. This raises awareness and understanding, enabling prompt response to data that deserves action. Oracle's solution is designed for enterprise use beyond traditional IT and CRM users, maximizing the utilization of key metrics and insights. Key capabilities include:

- Role-based analytics deliver appropriate, useful views of relevant metrics.
- Analytics are available for sales, marketing, and operations management and staff.

### Oracle CRM for Life Sciences Sales & Marketing Solution Highlights:

- Supports closed-loop, integrated sales and marketing execution
- Supports sales processes for both physician-centric and account-centric sales models
- Supports processes such as customer targeting, call planning, call execution and reporting, samples management, medical-education events management, business planning, formulary management, managed-care pull-through management, and territory and objectives management

- Graphics types include a variety of useful styles, such as green-light performance indicators, dashboard dials for performance to plan, trend plots, comparative bar charts, and pie charts.
- Standard analytics include brand performance, market analysis such as market share, forecasting, segmentation and targeting, pricing monitoring, campaign tracking, knowledge management, launch readiness, and competitive intelligence.

By leveraging the leading-edge enterprise insight capabilities of Oracle Business Analytics with the trusted Rx performance data of IMS, Oracle's Life Sciences Rx Analytics solution drives execution from analysis to effective action.

### Deliver Actionable Analytics within Daily Business Processes for Reps and Management

Oracle's Life Sciences Rx Analytics solution delivers consistent transparency by centralizing the delivery of expert analytics "on tap." It does this by centralizing analytical activity, driving effective command and control, and internalizing the latest processes and systems. Enterprise insights increase because processes are standardized and knowledge is shared widely. This enables organizational alignment for centralized activities, while including localized analyses and organization-specific strategies where needed. The overall analytical capabilities of the organization increase because of improved efficiency and sharing of better practices. This increases commercial effectiveness, makes better use of organizational talent, and reduces both costs and time to value. Key capabilities include:

- Business intelligence (BI) dashboards and alerts, embedded within Oracle CRM (Siebel CRM or Oracle CRM On Demand), enhance crucial processes such as pre-call planning.
- Role-based metrics focus on both IMS and internally generated information.
- Standardized updates reduce latencies, delivering insights that are more timely, accurate, and valuable.

By delivering the right analytics at the right time, the Oracle Life Sciences Rx Analytics solution delivers actionable analytics for staff and management, embedded within daily CRM business processes.

### Reduce Costs through Pre-Built Information Best Practices

Oracle's Life Sciences Rx Analytics solution applies pre-built information best practices to reduce costs and increase efficiency. Life sciences firms apply a fully developed, ready-to-deploy analytics model, rather than develop internally from scratch at extra cost, time, and risk. Furthermore, hosted update processes minimize IT costs to deploy data and application updates. Firms streamline their key sales processes with embedded, right-time dashboards that replace manual lookup. Key capabilities include:

- IMS industry experience, best-practice process maps, and key performance indicators are embedded within standardized dashboards and reports.
- Dashboards "snap in" to Oracle CRM, ready to deploy and run.
- Optimized data loading programs reduce lag time from when IMS publishes updated information assets to when those updates are viewable and actionable.
- Standardized IMS deployment diagnostics identify opportunities for business process improvement toward best practices benchmarks.

By applying pre-built information best practices, the Oracle Life Sciences Rx Analytics solution reduces costs, time to value, and project risks, while increasing customer efficiency.

### Summary

Oracle's Life Sciences Rx Analytics solution drives sales and marketing effectiveness with ready-to-act analytics on demand from IMS, powered by Oracle, along with Oracle CRM On Demand and Siebel CRM. You gain from IMS's deep understanding of commercial life science processes and business processes, as well as its trusted, global information assets, with the leading-edge capabilities of Oracle Business Intelligence, Oracle CRM On Demand, and Siebel CRM.

### CONTACT US

To learn more, please visit our website at [www.oracle.com/applications/crm](http://www.oracle.com/applications/crm) or [http://www.oracle.com/life\\_sciences](http://www.oracle.com/life_sciences) and our CRM Blog at <http://blogs.oracle.com/crm>, or call +1.866.906.7878 to speak to an Oracle representative.