

▷ simple solutions to everyday challenges



▼ can you feel the **beating** of his **heart**

► **add.PHARMA** - meets the unique needs of the pharmaceutical industry

add.PHARMA confirms to industry standard best practices and processes, with the flexibility to quickly add changes specific to local market environment or company needs. It helps maximize work efficiency both in Sales force and Marketing as well as providing detailed analysis along the way. All the analyses are done by analytics module that displays the relationships between the key metrics of sales potential, sales performance and selling activity. In addition to that, solution offers targeting and segmentation by using cutting edge Data Mining technology for discovering customer behavioral patterns.

add.PHARMA Web based CRM/ETMS modular structure makes solution customizable, while preserving its quick to implement out-of-the-box functionalities. Among typical users of this front-office application may be found field-based medical representatives (MRs), specialty and hospital representatives, sales managers, marketing and product management. Application is currently implemented and supported in 10 countries worldwide and includes multilingual support.



▼ you have come to the right place to solve a **puzzle**

add.PHARMA was designed from ground up to assist you in the most organic and user-friendly fashion to influence, retain and effectively manage your customers. Powerful tools for profiling, segmentation, targeting and tracking ongoing activities allow you to analyze customer prescribing behavior.

The core of **add.PHARMA** consists of the three major module groups which we will look into closely on the next few pages:

▷ **add.PHARMA.Sales**

Making the MRs more efficient is the key to success on ever changing market! The sales module is designed to raise the efficiency bar of the sales team by simplifying day to day activities, both for MRs and managers. It enables managers to align territories, profile customers, create target groups and deploy sales teams to meet changing market demands and directly improve customer experience. At the same time it assists MRs prepare optimal visiting strategy and assess correlation between objectives and actual performance.

▷ **add.PHARMA.Marketing**

Markets and customer needs are evolving constantly! The marketing modules have been built to support marketing teams design and implement advanced and pinpointed campaigns, with full ability of tracking the progression of campaign, including all related activities, correspondence and knowledge.

▷ **add.PHARMA.Analytics**

No need to drown in your data! Analytics module brings data from different sources to life by helping understand the relationship between key metrics of market potential, product sales and selling effort. Analytical dashboard enables manager to monitor different Key Performance Indicators - KPI in real time and then drill down to analyze or highlight areas for improvement or discover hidden opportunities. It also provides proactive insight in customer behavioral patterns.



▼ power to the people, **control** to the management

The sales module is designed to raise the efficiency bar of the sales team by simplifying day to day activities both for MRs and managers alike.

▷ **Account Management**

Every institution has policies and practices of their own. Knowing these practices, knowing who the opinion leaders are, can help your field team a great deal. **add.PHARMA** allows your team members to view all activities regarding clients at account level. This gives them comprehensive profile information on all account types from hospitals, private practices and pharmacies which helps them get better insight and opens new business opportunities.

▷ **Contact Management**

Not all doctors are the same. Some have a greater opportunity to prescribe than others, some are more likely to take up new products and some have the ability to influence other doctors' prescribing. Correct and up to date profile information allows MRs effective targeting and ensures successful customer interaction. Contact management module transparently presents comprehensive customer profile and activity information. Easy customization allows you the flexibility to give your team members exactly the information they need to effectively plan, target and prepare for each visit. And most importantly, when needs of your clients or market grows, client profile can grow with them.

▷ **Visit Planning**

By our experience average length of time medical rep is able to spend on a visit is less than two minutes. In that brief time MR hopes to influence doctor in any way possible to prescribe his company brand while doctor hopes to learn about new drugs that could help his patients, therefore a good visit plan is a life saver for your field force.

Visit planning module enables MR easily use target lists from marketing plan definition to plan routes, calls, apply new activities to their calendars, invite medical education event attendees and more, thus preparing optimal visiting strategy. Type of calls includes face to face as well as regular 'group' clinical meetings. With functions like "Doctors nearby", "Next best call" or "Where Am I" MR can really save a lot of precious time in the field.

▷ **Activity Management**

Activity Scheduler represents a perfect platform upon which team members can track all their activities like work tasks, to-dos, phone calls and meetings with important clients. At the same time they can share this information with each other enabling managers to efficiently monitor assignments.

▷ **Territory management**

Sales organizations need to respond quickly to changing market conditions. The territory management module enables quick realignment of sales forces and validation of alignment prior to deployment. Territory alignment for each user can be defined using territory parameters from regional or brick level down to institution, type of institution, street or person workplace level.

▷ **Team management**

Sales force operates in ever changing circumstances, which requires constant adjustment of team assignments. add.PHARMA Team management system has strong ability to control, plan, assign and allocate resources quickly and efficiently in order to achieve optimum sales force alignment.

▷ **Samples Management**

Judging by the results of a recent survey, getting samples into the hands of physicians may be the best method of influencing doctors prescribing habits. This module gives you complete control of samples distribution which of course includes stock count, disbursements, sample shipments, transfers and orders.

▷ **Knowledge base**

Module represents a detailed knowledge base for storing, organizing and searching answers to frequently asked questions and comprehensive best practice database. It allows sales, management and medical teams to create, alter and track records on medical information requests and new products thus allowing MR to optimally prepare for their meetings.

▷ **Activity reporting**

add.PHARMA comes with a comprehensive range of reports as standard. They provide critical business information about customers, prospects, markets, competitors as well as Team and MR performance. Additional custom reports can easily be created using Report Designer module.



▼ if you can't see the **target** you might as well shoot blanks

The marketing module has been built to support your marketing team while designing and implementing advanced and pinpointed marketing campaigns.

▷ **Marketing plan**

To create effective marketing plan, information such as sales in the region, structure of clients, their potential, loyalty, activities and other information must be brought together. **add.PHARMA** gathers all the information needed to create a good marketing plan which in combination with precise target definition forms foundation for effective sales visit strategy. Furthermore you are given the full control on what detail information your MR should communicate to customer.

▷ **Segmentation powered by Data Mining**

The market segmentation identifies distinct groups of clients who have similar behavioral patterns. Identified segments are also profiled to allow easier segmentation and targeting in the future. Using built-in, easy-to-use analytics **add.PHARMA** solution leverages customer and market intelligence gathered from multiple sources to segment physicians and moves beyond traditional data, using behavioral patterns thus maximizing sales impact.

▷ **Surgical precision Targeting**

Effective targeting is central to any customer centric strategy. It is the differences in attitude and behavior of customers that forms the building block for any approach of targeting. You have certainly heard the phrase "right customer, right message, right frequency, right channels". But, are you really hitting the target? The key to proper segmentation are behavioral patterns. **add.PHARMA**, using built-in analytics and using results from Data Mining subsystem, pinpoints physicians with surgical precision.



▼ you are not that young to have the luxury of **analyzing** that long

Business Intelligence (BI) is a process of collecting and reviewing company business data and their representation in a clear and understandable form, which significantly enhance managers' ability to choose optimal business strategy.

▷ **Integrate - Bring different worlds together**

add.PHARMA.Analytics integrates data sources from external suppliers such as own distributors, IMS, PharmExpert, DSM, Pharmis or others for Secondary sales and combines this information with corporate ERP data as Primary sales, Receivables and Payments to merge it with profile and activity data from **add.PHARMA**. It provides an intuitive screen layout and drill down menus, helping users to develop precise action plans for enhanced performance and future success. When connecting to third party sources cleansing of data is very important. **add.PHARMA** offers you a unique set of ETL modeling tools, which allow integration to different data sources, checking the data in process.

▷ **Monitor, analyze and share the results**

To make correct business decisions in split second that are aligned with company goals you need right information at right time. **add.PHARMA** with Analytics module offers tools to quickly move from monitoring information to analyzing it and sharing the results through reports and dashboard based frontends. Using such data against contact activity gives you unique effort versus performance indicator which is very useful for marking target territories or areas that need improvement, which supports critical business processes and strategic decision making.

▷ **Attain corporate goals**

If you cannot measure it, you cannot fix it! Provide coherent information for management, thus helping them to focus only on the KPI , which can serve as a tips of the icebergs. By using Data Warehouse to support real-time KPI metrics generation, you can very effectively score and support strategic business objectives. Scorecards and dashboards allows you to monitor progress in real time, provide drill-to-detail capability, generate cause-and-effect models and, most importantly, measurably improve overall effectiveness. It enables you to track company data, information on your competition, market, products, etc., which, among other things, facilitates the detection of weak points and enables business improvements.

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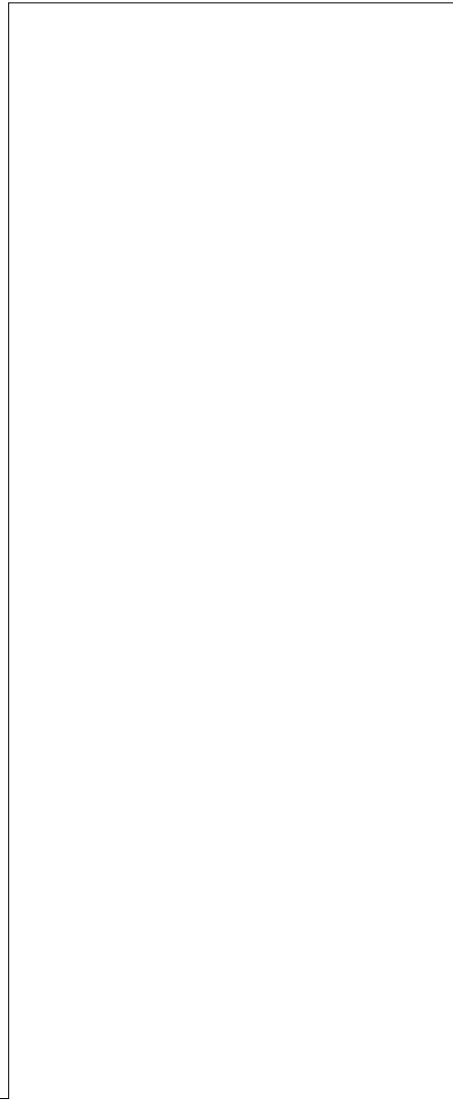
$$(x+1) - x \left. \right\} + \frac{1}{3} \left\{ \log(x) \log^2(x+1) x^3 \right.$$

▼ now **you** do the math

▷ **add.PHARMA enables Pharmaceutical companies to leverage their investment in their CRM solution**

(following are a few hints that might help you successfully solving the equation)

- ▷ Confirms to industry standard best practices and processes with the flexibility to quickly add changes specific to local market environment or company needs
- ▷ All the analyses are done by analytics module that displays the relationships between the key metrics of sales potential, sales performance and selling activity.
- ▷ Solution offers targeting and segmentation by using cutting edge Data Mining technology for discovering customer behavioral patterns.
- ▷ CRM/ETMS modular structure makes solution customizable, while preserving its quick to implement out-of-the-box functionalities.
- ▷ Powerful tools for profiling, segmentation, targeting and tracking ongoing activities allows you to analyze customer prescribing behavior and sales.
- ▷ Analytical dashboard enables manager to monitor different Key performance Indicators - KPI in real time and then drill down to analyze or highlight areas for improvement or discover hidden opportunities.
- ▷ Solution is built with a clear focus on specific pharmaceutical industry's issues such as respecting individual needs of different geographical regions, country specific pricing models and distribution costs.
- ▷ Information is always at hand - you are given complete customer data at all times which enables you last minute message tailoring prior the visit as well as short notice appointments rescheduling.
- ▷ Supports a wide range of devices and connection types- from virtually any device (desktops, laptops, tablets) host database can be viewed and updated via a browser or through synchronization.



▼ you'd better get your patience ready ... now sliding into **details**

▷ **Sales force tools**

- ▷ Customer management enables user to check or change customer related information
- ▷ Route planning with »Where am I«, »Doctors nearby« are new functions which allow user to plan routes more efficiently
- ▷ Calendar based visit and activity planning using target lists
- ▷ Analyze visits and monitor own efficiency by using reports overview regarding each client - whole history of visits is included in client dossier
- ▷ Profiling of clients in relation to their importance, potential, attitude and behavioral information originating from surveys

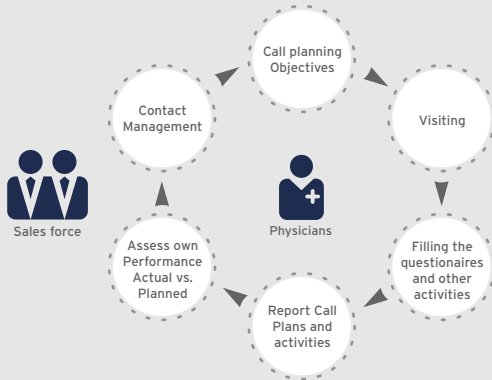
▷ **Marketing tools**

- ▷ Simple development, verification and correction of marketing strategies designed for the MRs
- ▷ Behavioral based segmentation powered by Data Mining
- ▷ Monitoring compliance with targets
- ▷ Pinpoint targeting
- ▷ In-depth analysis and correlation between efforts and results
- ▷ Give answers to key questions: What is right frequency of calls, what is optimum coverage, is targeting strategy effective, etc.

▷ **Managerial tools**

- ▷ Monitoring and assessment of performance of each MR activity (visits, seminars, symposia, loss of time, leaves of absence and holidays, office days, meetings, etc.),
- ▷ Tools for monitoring efficiency and compliance with targets set by managers
- ▷ Analyzing correlation between call plans set by regional manager and actual performance by using visual indicators of goal attainment
- ▷ Comfortable online communication with each MR in region
- ▷ Day to day monitoring of representative's or manager's activity records
- ▷ Territory management tools to enable prompt change of the regions

1.0 add.PHARMA.Sales



The sales module enables managers to align territories, profile customers, create target groups and deploy sales teams to meet changing market demands and directly improve the customer experience and assists MRs prepare optimal visiting strategy and assess correlation between objectives and actual performance.

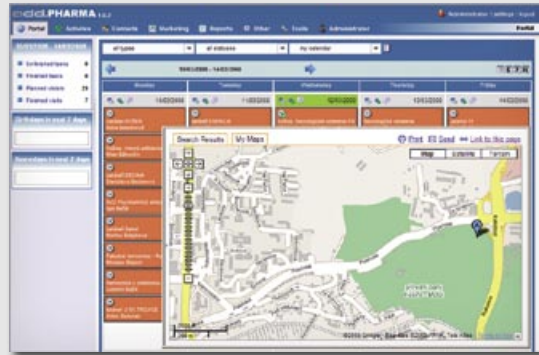
Steps in sales process:

- ▷ Definition of objectives and alignment of objectives with targets
- ▷ Prepare visit strategy
- ▷ Call planning
- ▷ Actual visiting, fulfilling questionnaires and recording other activities
- ▷ Reporting call plan
- ▷ Asses performance parameters

Scheduling visits and activities

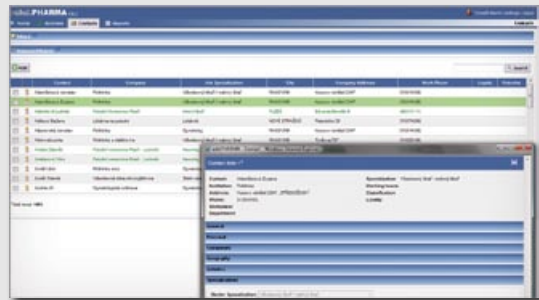
Visit planning module uses business rules to enable MR determine the best visit schedule according to targets set for current campaign. By planning calls and activities directly in calendar, planning routes and inviting medical education event attendees and more, optimal visiting strategy can be prepared. Type of visits include individual face to face as well as 'group' clinical meetings.

Route planning



MRs can plan routes using territory parameters like district/brick/city. But what if one of your clients is delayed or visit postponed? To locate nearby institutions or physicians functions like »Doctors or Institutions Nearby« or »How to get there« can be a real lifesaver.

Contact and Account Management



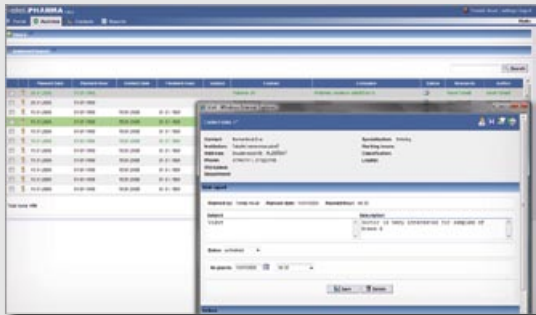
Lists of users can be filtered dynamically. Advanced lookup enables users to quickly filter out contacts. Comprehensive dossier shows profile and activity information for customer accounts and contacts. Easy customization allows you the flexibility to give your team exactly the information they need when interacting with customers and show only relevant information about contact medical profile, formulary data, history of interactions, activities, notes, user requests (for literature, samples, information,...), etc. Additional information from database can be added to the lists.

Activity Management



Sales team is able to keep track of all their activities, tasks, events, meetings, phone calls and to-do (action), lists to share this information and delegate tasks within the team. User can schedule also timeless or recurring events. Completed activities are automatically archived.

Formulary data



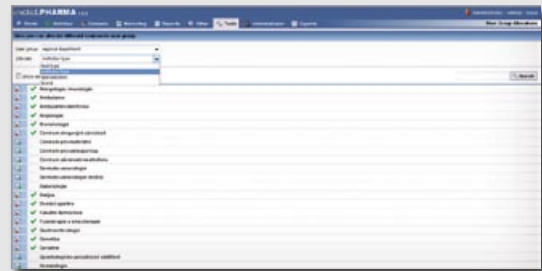
Sales team is able to follow notes about product adoption and which products were detailed at each visit. Competitors activity, doctors suggestions, costs, promo material, distributed samples, post marketing activities, potential and loyalty of the doctor, prescribing behavior towards products, clinical trials can also be recorded at single visit, at contact or product level. Easy customization allows you the flexibility to give your team exactly the information that they need when interacting with customers and show only relevant tabs for information entry and can also force input of objectives for next visits. User is also able to record behavioral information using questionnaires. At the end of the day, all this relevant information will be stored in client dossier, which will allow easier targeting, customized

detailing and segmentation in future campaigns. Sales forces in the field can communicate with the home office via wireless carrier through their device. Information from the field and new information from the office is readily available.

Knowledge base

Sales, product management and medical departments are able to create, manage and track medical information requests. This module also lets users store and search for answers to frequently asked questions, best practices, products etc., thus creating comprehensive knowledge base.

Team alignment

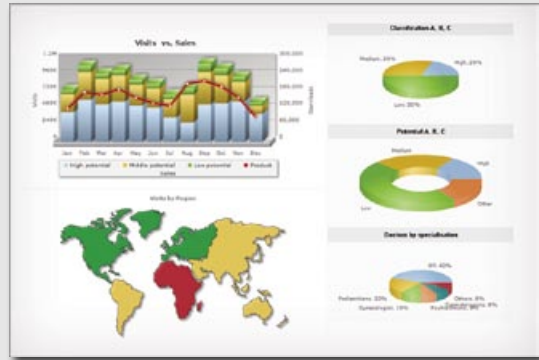
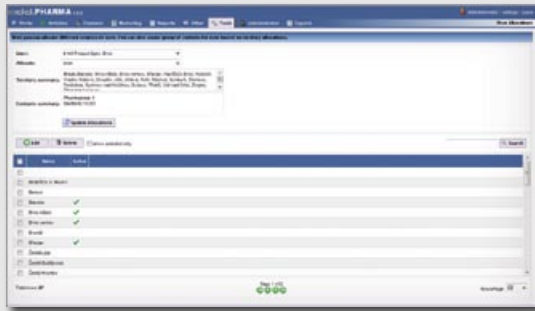


Your sales force operates in ever changing circumstances, which require constant adjustments of team assignments. Team alignment module enables planning, assigning and allocating resources quickly and efficiently in order to achieve optimum sales force alignment. Business rules can be defined to each team like alignment of specializations, brands, types of institutions etc.

Territory management

Your sales force operates in a dynamic environment, one that occasionally requires the adjustment of sales force territory alignment. Flexible territory management module enables you to respond quickly to changing market. System complies to the government regulations in some countries that mandate reproduction of historical alignments. Module enables you to realign sales forces in a short timeframe, validate alignment prior to deploying in production and maintain a historical view of alignments and territories User can choose from wide range of

alignment parameters. Complete territory structure can be used down to street level, institution type, specialty, potential and attitude. In some cases, when a need for explicit alignment arises, this enables you to align doctor to medical rep directly.



2.0 add.PHARMA.Marketing

To create consistent marketing plan, we need to know all the information about sales in that region, structure of clients, their potential and loyalty, and history of activities per doctor.

Reporting

add.PHARMA comes with a comprehensive range of pharmacy specific reports, that provide critical business information about customers, prospects, compliance to targets, competitors as well as MR performance. Several reports are already prepared, based on experiences and customer requirements. Basic reports cover all basic needs of your managers, sales and marketing departments as well. Reporting module allows definition of custom reports by using Report Designer. The reports could also be reconfigured, saved and distributed by email as an e-document.

Several output options are available for the reporting system. Every report can be printed, or exported to Excel worksheet, to Excel pivot table or to Data Mining subsystem. By exporting data in form of pivot table, user can cross reference the data in tabular form.

Charting

Another great way of analyzing data is by using charts. Charts in reports module are active, so user can drill down any part of data. Chart design could be done by marketing department, using classical pie, bar, line, stacked bars also multi series and combined charts. On top of that, map charts are available for all the countries down to region level. They are really useful for presenting geographically dependent information like frequency of calls in regions, territory alignment etc.



Steps in marketing plan process:

- ▷ Segmentation and customer data profiling
- ▷ Targeting based upon categories and groups from segmentation step
- ▷ Execution of the campaign (collect user responses and behavioral data) using different communication channels
- ▷ Analyze campaign - Benchmarking Actual Vs Objectives
- ▷ Redefinition of marketing campaign - Redefine segmentation and targeting if necessary

Segmentation based on Data Mining



Data Mining is a process of exploring and analyzing large quantities of data to discover useful knowledge (patterns and rules) in order to enable intelligent segmentation of data. Data Mining can provide marketers with valuable information on their customers' needs, attitudes, consuming behavior and propensity to buy their products. It can help marketers to refine their strategies at designing the most effective campaigns and target the best prospects. **add.PHARMA** uses Data Mining technology to select targets for your marketing campaign using behavior patterns, acquire new and retain valuable customers, increase customer lifetime value, improve customer satisfaction or profile customers by filling in missing values by using forecasting learning algorithm.

Customer targeting

Effective marketing starts with precise targeting. And targeting starts with segmentation. Understanding that all doctors are not equal, is important. Some have greater opportunity to prescribe than others, some are more likely to take up new products and some have the ability to influence other doctors prescribing. The challenge is in intelligent segmentation of doctors.

Customer Profiling

add.PHARMA profiling provides classification of clients into several categories based on selected criteria. Profiling simplifies targeting and segmentation process, by abstracting information that is important for decision making and simplifies it to understandable format. Profiling can be done either manually or using Data Mining learning and prediction algorithms.

Potential/Attitude classification of customers is a unique identification attribute which is affiliated with each client. These parameters are not based on subjective criteria set by individual MR, but are objectively set using the on line survey and additional business logic.

Potential/Attitude classification of brands is necessary because manager can observe how often the client's opinion on products changes and gives an answer to the following questions: "How many visits does our representative need to initiate and launch the sale of a new product?" and "For how long is our representative able to keep the doctor using the company's products?"

Opinion leaders are small but very important group of customers that are according to Pareto principle responsible for majority of organization's sales, therefore it is prudent to identify these important few and concentrate on them.

Person ranking classification is used to classify clients on the basis of specific criteria (defined by your company) for example: A - all the medical doctors; B - all the pharmacists; C - other personnel. Person ranking can be any combination of letters and numbers and is used for classification purposes.

Conduct surveys by using questionnaire

How well do you know your customers? Are you able to collect responses and use information for segmentation purposes? Questionnaire in **add.PHARMA** is in fact a sophisticated survey of client's views. Each question may be individually valued by YES-NO answers, or using numeric scale. Each question is assigned a certain weight and each answer is assigned a score. By evaluating weight and score of each answer clients profile is updated with calculated result. Doctors with highest result constitute a TOP group of clients.

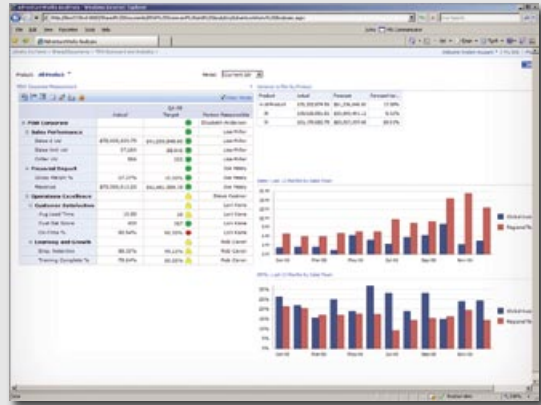
E-mail marketing



Of all the delivery channels at your disposal, none can match the efficiency of e-mail marketing in terms of low production costs and distribution capabilities. Of course it has to be done with permission, personalization and highly relevant content delivery. **add.PHARMA** E-mail service allow you to create and deploy high volume e-mail campaigns that deliver personalized e-mail including surveys to your target audience.

3.0 add.PHARMA.Analytics

Efficiency measures quantitative productivity parameters - number of visits, time spent with each doctor, quantity of sales reps. Effectiveness measures qualitative productivity - how many details turned into prescriptions, better segmentation, better targeting, input and output. **add.PHARMA** efficiency measures can assist you in the primary objective - better efficiency of the sales team, by optimizing team and territory alignment and smarter collection and use of information regarding clients behavior and aspirations. Effectiveness measures answer to questions like how effective is my targeting strategy, what is optimal contact frequency for target group, what are the parameters to accurately profile a customer and assess its targeting value. **add.PHARMA**.Analytics enables the synergy of both worlds.



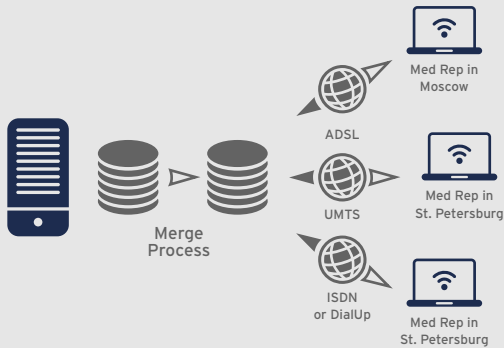
add.PHARMA.Analytics enables you to:

- ▶ Prepare any kind of analyses by integrating different data sources and checking data in process. Data sources include IMS, PHARMIS, PHARMEXPERT, DSM, DENDRITE etc.
- ▶ Gathering data about primary, secondary sales and combining this data with CRM related information - this data can be viewed at level of individual regions, districts or pharmacies (per month, per quarter)
- ▶ Comparison and cross referencing of all the significant marketing related information: activities, costs and sales.
- ▶ Analysis and projection of all the recorded data in the selected period, together with intuitive interface for fast and simple modification of pre-defined reports based on the principle of OLAP cubes
- ▶ Data validation of demographic data Dendrite leads the industry in as a provider of data that is clean, up-to-date and verified.

DATA SYNCHRONISATION

The MRs are spread around the country and often cannot access the central database. **add.PHARMA** can work as online and offline system in order to have a quick access to the central database in every situation. Online approach is optimal when connection from users computer to the server can be provided at all times. The offline approach offers the possibility, to work on remote locations while sitting in waiting rooms, and therefore utilize "dead" time. User simply works on his notebook or tablet PC and enters data into local database. When user gets to a spot with internet connection and that can occur only once a week, synchronization

exchanges data between his computer and server. So instead of using a large band connection, we used a state of the art replication engine that is able to provide a faster data replication using a low speed connection.



Some synchronization engine characteristics are presented below:

- ▷ medical rep can replicate the data in just a few minutes
- ▷ automatic replication for new releases, upgrades, etc.
- ▷ compresses and encrypts data for a short data transfer time and extra security
- ▷ replicates data using business rules per each MRs territory
- ▷ works automatically only one click is required
- ▷ administrator can tracks the replication activity on log files
- ▷ it can be easily reconfigured

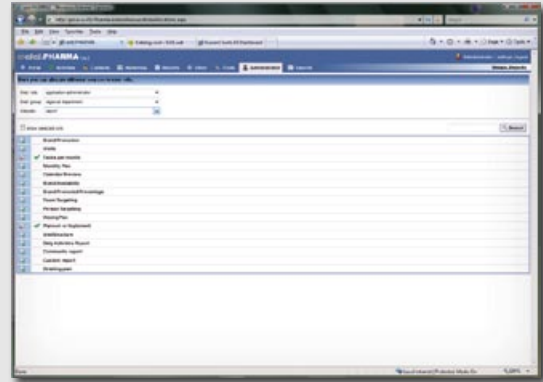
CONNECTION TYPES



According to our client's needs there are three types of connections that can be established between the users computers and server. Typically we can use direct connection using internet over Firewall. Only one port is routed, thus increasing the safety of the data transfer. VPN connection using IPSec or SSL encryption algorithm is most commonly used option, since it gives you highest security

available. Dialup/RAS connection can also be established with the company network.

CUSTOMISATION



add.PHARMA is tailor-made for our clients specific needs. During implementation phase we optimize and adjust modules to the clients internal structure to make sure the system operation reflects internal system of records keeping, evaluation (business rules), outputs (reports). Our component based technology allows fast customization, implementation and reconfiguration, while preserving its out-of-the-box functionalities. If the customer needs additional features of the application, entry forms, attributes, reports the system can be modified in short time. Continuous development ensures constant improvement of software functions, inclusion of newest technologies with one single goal in mind, to satisfy all the clients' needs and requirements.

USER SUPPORT

add.PHARMA users support guarantees high user adoption rates and failure-free system operation.

- ▷ personal consultations on the client's premises
- ▷ add.SUPPORT - teleconference, Skype consultations for the **add.PHARMA** users
- ▷ remote help, training and administration in real time on users computers
- ▷ remote database optimization and maintenance

▼ contacts

▷ **company seat - head office**

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