



ADD.PHARMA

Territory alignment

Improving Sales and Marketing Effectiveness





ADD.PHARMA: Segments





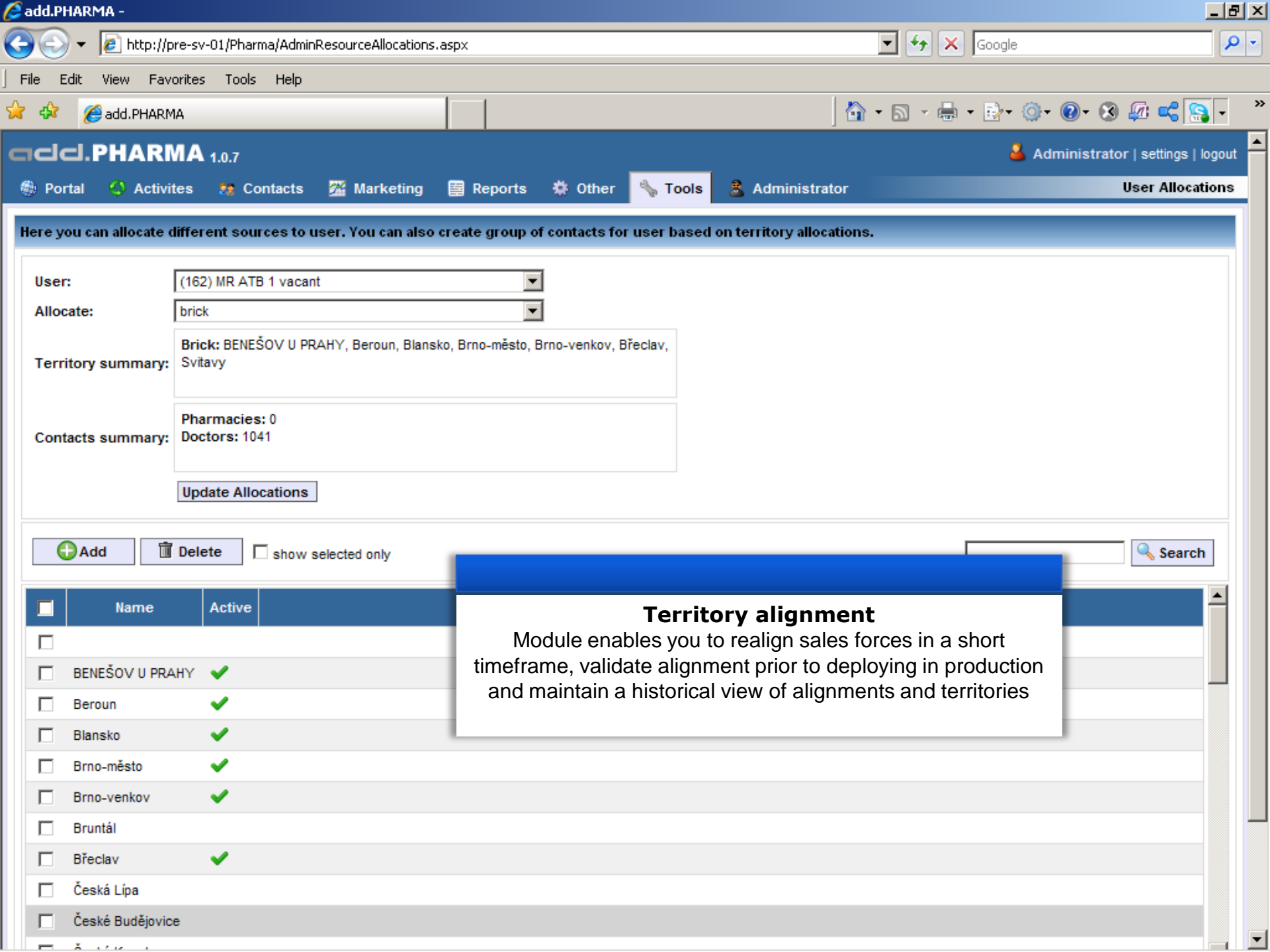
Territory alignment



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.



Here you can allocate different sources to user. You can also create group of contacts for user based on territory allocations.

User: (162) MR ATB 1 vacant

Allocate: brick

Territory summary: Brick: BENEŠOV U PRAHY, Beroun, Blansko, Brno-město, Brno-venkov, Břeclav, Svitavy

Contacts summary: Pharmacies: 0
Doctors: 1041

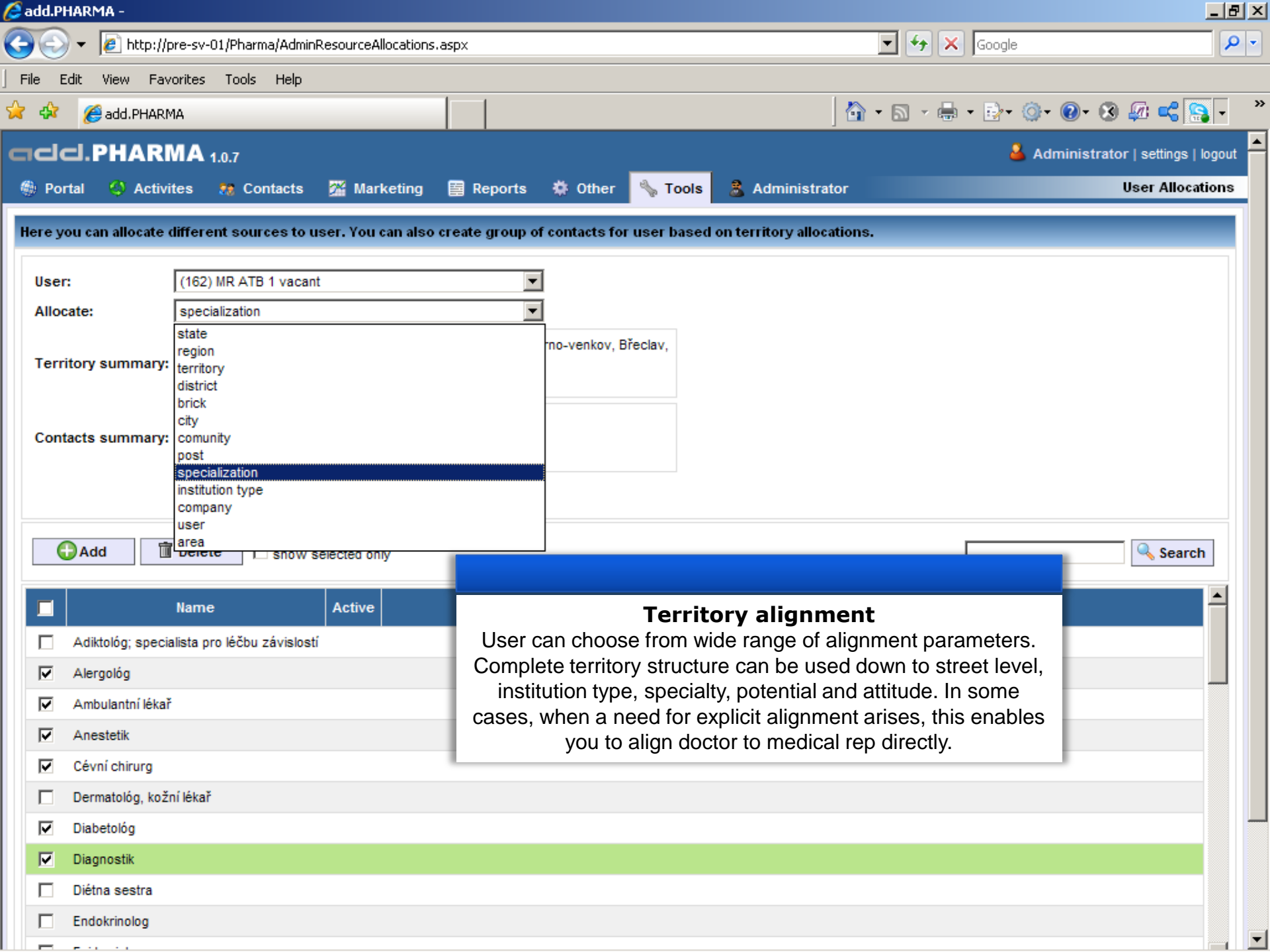
Update Allocations

+ Add Delete show selected only

Search

	Name	Active
<input type="checkbox"/>		
<input type="checkbox"/>	BENEŠOV U PRAHY	✓
<input type="checkbox"/>	Beroun	✓
<input type="checkbox"/>	Blansko	✓
<input type="checkbox"/>	Brno-město	✓
<input type="checkbox"/>	Brno-venkov	✓
<input type="checkbox"/>	Bruntál	
<input type="checkbox"/>	Břeclav	✓
<input type="checkbox"/>	Česká Lípa	
<input type="checkbox"/>	České Budějovice	
<input type="checkbox"/>	Šumperk	

Territory alignment
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



Here you can allocate different sources to user. You can also create group of contacts for user based on territory allocations.

User: (162) MR ATB 1 vacant

Allocate: specialization

Territory summary: no-venkov, Břeclav,

Contacts summary: specialization

+ Add Delete show selected only

Territory alignment

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.

	Name	Active
<input type="checkbox"/>	Adiktológ; specialista pro léčbu závislosti	
<input checked="" type="checkbox"/>	Alergológ	
<input checked="" type="checkbox"/>	Ambulantní lékař	
<input checked="" type="checkbox"/>	Anestetik	
<input checked="" type="checkbox"/>	Cévní chirurg	
<input type="checkbox"/>	Dermatológ, kožní lékař	
<input checked="" type="checkbox"/>	Diabetológ	
<input checked="" type="checkbox"/>	Diagnostik	
<input type="checkbox"/>	Diétna sestra	
<input type="checkbox"/>	Endokrinolog	

Here you can allocate different sources to user. You can also create group of contacts for user based on territory allocations.

User: (162) MR ATB 1 vacant

Allocate: specialization

Territory summary: state, region, territory, district, brick, city

Contacts summary: community, post, specialization, institution type, company, user, area

+ Add Delete show selected only

Territory alignment

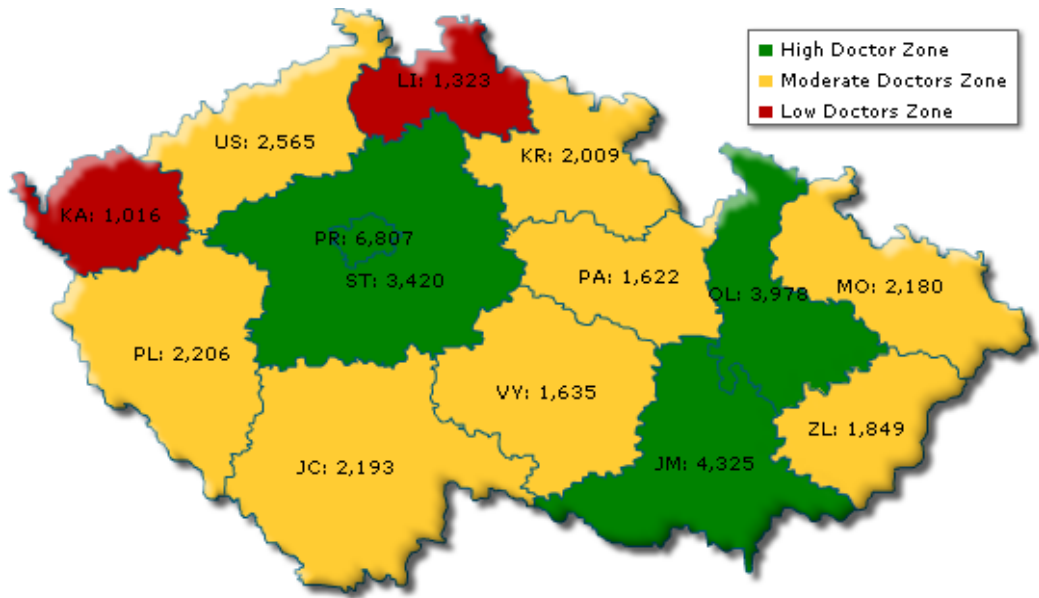
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<input type="checkbox"/>	Name	Active
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<input checked="" type="checkbox"/>	Anestetik	
<input checked="" type="checkbox"/>	Cévní chirurg	
<input type="checkbox"/>	Dermatológ, kožní lékař	
<input checked="" type="checkbox"/>	Diabetológ	
<input checked="" type="checkbox"/>	Diagnostik	
<input type="checkbox"/>	Diétna sestra	
<input type="checkbox"/>	Endokrinolog	

Show: Specializations per region

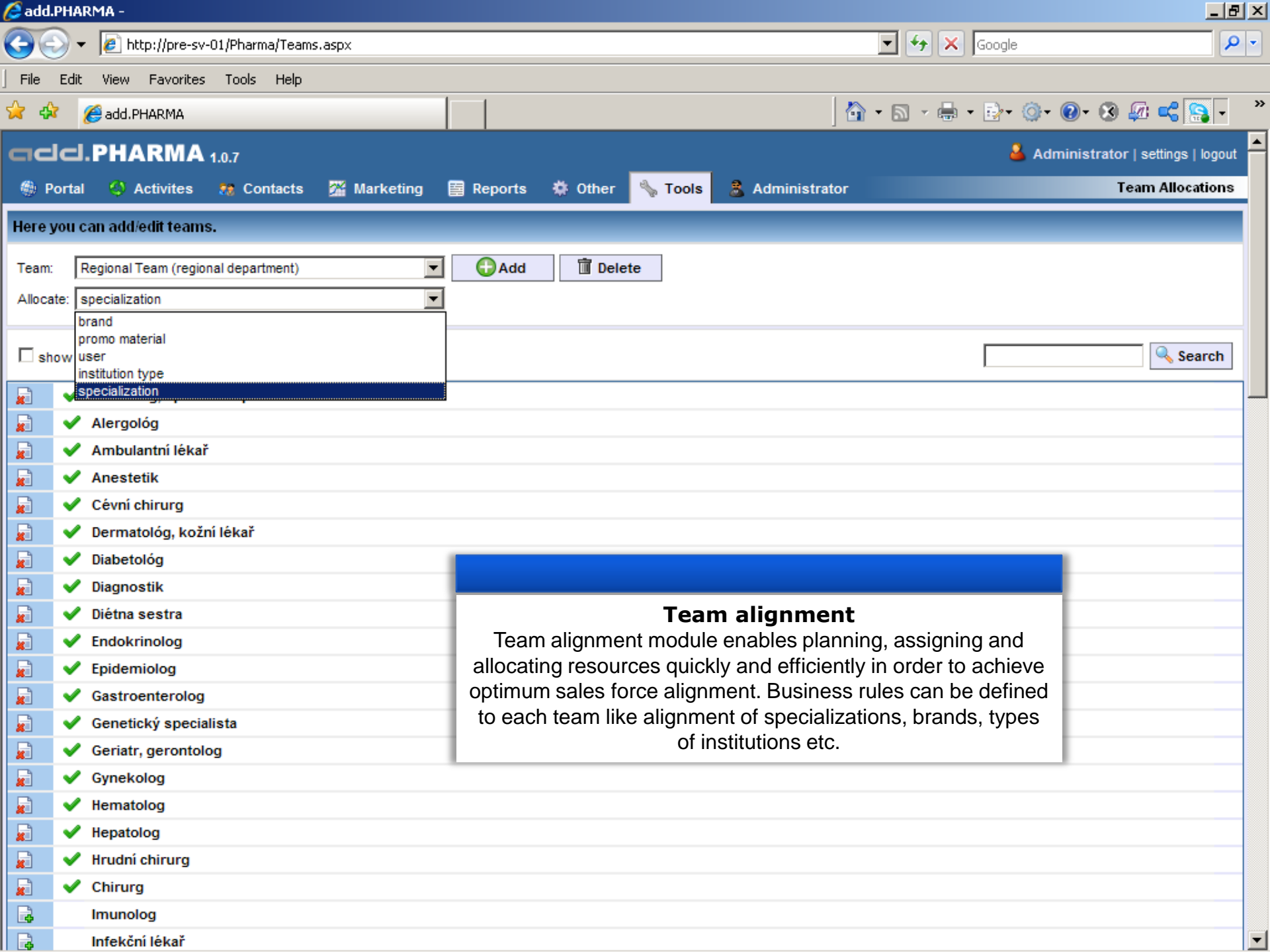
Chart Type: StCol2D.swf

Territory alignment
 Alignment can be observed using map charts. We can observe how many doctors of certain specialisation are aligned to each Med rep



Pavlisová Jana	671
Krameš Martin	700
Starožitková Eva	700
Kubačková Gabriela	700
MR C4 vacant 1	700
Litomyšská Jana	775
Kántorová Magdaléna	775
MR ATB 4 vacant	784
MR C4 vacant 4	784
Wojciková Marcela	784
Šircová Karin	833
Rýdlová Zuzana	833
Chmelíková Gabriela	839
Buryánek Martin	839
Kučerová Mirka	856
Váchová Gabriela	856
Ježková Lydie	884
Braunová Lenka	905

Click to activate and use this control



Here you can add/edit teams.

Team:

Allocate:
brand
promo material
user
institution type
specialization

show

<input checked="" type="checkbox"/>	✓	Alergológ
<input checked="" type="checkbox"/>	✓	Ambulantní lékař
<input checked="" type="checkbox"/>	✓	Anestetik
<input checked="" type="checkbox"/>	✓	Cévní chirurg
<input checked="" type="checkbox"/>	✓	Dermatológ, kožní lékař
<input checked="" type="checkbox"/>	✓	Diabetológ
<input checked="" type="checkbox"/>	✓	Diagnostik
<input checked="" type="checkbox"/>	✓	Diétna sestra
<input checked="" type="checkbox"/>	✓	Endokrinolog
<input checked="" type="checkbox"/>	✓	Epidemiolog
<input checked="" type="checkbox"/>	✓	Gastroenterolog
<input checked="" type="checkbox"/>	✓	Genetický specialista
<input checked="" type="checkbox"/>	✓	Geriatr, gerontolog
<input checked="" type="checkbox"/>	✓	Gynekolog
<input checked="" type="checkbox"/>	✓	Hematolog
<input checked="" type="checkbox"/>	✓	Hepatolog
<input checked="" type="checkbox"/>	✓	Hrudní chirurg
<input checked="" type="checkbox"/>	✓	Chirurg
<input checked="" type="checkbox"/>	✓	Imunolog
<input checked="" type="checkbox"/>	✓	Infekční lékař

Team alignment
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.

Here you can allocate different sources to user role.

User role: application administrator

User group: regional department

Allocate: menu

show selected only

Search

- ✓ Portal
- ✓ Activites
- ✓ Contacts
- ✓ Marketing
- ✓ Reports
- ✓ Other
- ✓ Tools
- Administrator
- ✓ Activites -> Tasks
- ✓ Activites -> Visits
- ✓ Contacts -> Persons
- ✓ Contacts -> Companies
- ✓ Marketing -> Campaigns
- ✓ Marketing -> Detailing plan
- Reports
- Exports
- Graphs
- ✓ Other -> Brands
- ✓ Other -> Brand Forms
- ✓ Tools -> Users

Customisation of user interface

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.