

Case Study: Daiichi Sankyo



"Verix provides reporting capabilities specific to business and functional needs"

Regional Sales Director

At a Glance

Key Benefits

- Efficiency – one stop for all reporting and analytical needs
- Mobility – iPad boosts Reps' success
- Relevancy – only relevant information
- Consistency – same view for all
- Reliability – data is always fresh and trustable
- Usability – well trusted and hence very high usability throughout
- Responsiveness – amazing customer service and support!
- Dynamic – extremely quick updates and upgrades. Morphing the platform at the pace of the business



Daiichi Sankyo:

Daiichi Sankyo, Inc. (DSI), headquartered in NJ, is the US subsidiary of Daiichi Sankyo, Co. With nearly 3000 U.S. employees, DSI is dedicated to creation and supply of innovative pharmaceutical products to address diversified, unmet medical needs.

DSI has been using the Verix web based solution as well as the xPad, Verix's iPad application for Pharmaceutical Sales reps, since April 2011. Verix's xPad immediately became an essential device for every account manager in the field and an invaluable tool in the home office

Problems: DSI Struggled With Inefficient Reports

DSI's three sales operations teams, High blood pressure treatment, Cholesterol lowering, and the new nasal spray pain medication, had been struggling with stacks of clunky, incongruent reports for years. Various systems generated numerous different reports. Each group had to continuously download its own stack of reports, which made it quite challenging to put all the abundance of information together, realize influences and relationships between different business phenomena in the organization and the marketplace, and find relevant information in a timely manner. Sales Reps had to spend hours of tedious work to prepare for their visits to targeted physicians. District managers preparing for a ride along had to go through three different types of reports to put together a plan. All too often Sales Reps felt they don't have the means to adequately prepare for meetings, resulting in irritating surprises in the field. The company needed a flexible Business Intelligence solution, which would be efficient to work with, quick, easy to use, and effective. As the challenges are constantly increasing, with more drugs, more prescribers,

At a Glance

ROI

- Greatly improved effectiveness of the sales group
- Huge time saving across the organization
- Increased win rate of deals

Who uses the Verix Platform?

- Sales Reps
- Managed Market & Pull-through campaign Managers
- Professional Account Managers
- District Managers
- Regional Managers
- Area Business Managers
- Home Office and Operations team
- Executive Level (including V.P. of sales and the CEO who have access)

Deployment Scope

- Verix Commercial Operations BI analytics solution: Dashboards - Sales Force Effectiveness, HotSpots, Managed Markets Analysis, Sales Performance, Competitive Analysis, Physician Card, HeatMap, Rank Utilization, Sales Activity
- 2000+ users
- Three Sale Forces

more Managed Market plans, more competition, and always more data to go through, the need became crucial to the performance of these sales operations teams.

Solutions:

The three sales forces use similar Verix dashboards & modules, but utilize different views & content, tailored to their specific needs. All share a single online place to go for all reporting and analytical needs. One group works with Primary Care and needs in-depth analysis of Managed Markets contracts; the other works directly with hospitals and uses different KPIs and detailed pricing analysis. The third group, focuses on accounts and outlets, closely monitoring account information on top of Physician focused data.

Configuring the views per group, allows each user to see exactly what he/she needs, rather than being overwhelmed with non-relevant information.

At DSI, Verix is used by customer facing as well as back office personnel. For the Reps in the field, Verix's xPad is their sole source of data, giving them all the information they need in the most convenient and relevant manner. The level of detail and the ease of getting pertinent business analytics at their fingertips was a key factor in selecting the Verix solution. In addition, Verix's rapid service, is the only way to keep up with the fast pace changes in DSI's business. One of the most popular modules is the Physician Card, which quickly highlights a physician's performance, providing a 360 degrees view, including market competitors, call activity, and Managed Markets payer specific information. In the 5 minutes prior to a prescriber call, the Rep gets up to speed on relevant information, such as competitors' weaknesses, significant product's strengths to emphasize, and advantageous formulary. Another popular module is the Managed Markets Analysis, essential to analyze the influence of Managed Markets on sales results: which payer works with which physicians? What is the formulary status of a payer? Analyze changes, and more.

Regional Managers find the Verix solution extremely valuable. As they are held responsible to the performance of their account managers and their bottom line results, they benefit from a tool that easily tracks their Reps' performance and rankings, and holds them accountable to their execution.

Area and National managers find Verix to be their most effective management tool. With a single click they see how well each area is performing, highlighting key physicians to call upon in each territory. Sales Activity is a popular module at the management level, providing the big picture and allowing to easily drill down into relevant call & sampling issues, correlating these with performance by product.

About Verix

Headquartered in Los Altos, CA, Verix offers innovative SaaS Business Analytics solutions specifically designed to help companies increase sales enhance ROI and optimize their business development efforts.

Verix's pre-packaged applications combine external and internal data sources with its proprietary HotSpots technology to provide users with a holistic understanding of their market and business operations, as well as detect threats and opportunities as they begin to emerge. Verix goes beyond traditional Business Intelligence, leveraging data to identify and answer business questions.

DSI's IT department uses Business Objects and Cognos, for basic information reporting as well as IMS data for market physician & payer information. Data from Business Objects, Cognos, & 3rd parties feeds into Verix for in-depth analysis and discovery of significant insights. Verix helps to connect the dots and highlight the relevant issues to focus on, enabling a significantly faster time-to-action.

Peter Koniaris, Director of Sales Information and Decision Support at Daiichi, raved about the effectiveness of the Verix HotSpots, and their ability to "understand" the context. It is key to sort out what's relevant and what's irrelevant noise. For instance – a change from 1 to 3 is a 200% change yet less interesting than a new customer, growing from 30 to 35, which is smaller percentage wise though much more relevant to the business and important to highlight. "People don't know what they don't know", added Peter. "Only once put in their face they realize that they were unaware of important facts."

Results:

The Sales teams started using Verix for basic analytics, and keep adding more functionality. Analyzing faster and quickly identifying problem areas, they enjoy seeing their work getting done in a far more efficient manner than before Verix. As a result, utilization of the system is constantly increasing, boosting up performance.

The solution serves as a vehicle to deliver information in a very clear, consistent, and focused manner, increasing their win rate.

The Reps in the field get a lot of information on the iPad App, turning it into an essential tool for their success.



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