

Case Study: Roche Diagnostics



"We're strategically better equipped having Verix at our fingertips."

John Johns, Director of Sales Operations, Roche Diagnostics

At a Glance

Key Benefits

- Better visibility, shared view by all
- Independence of Professional Account Managers - automatically find information
- Integration of all relevant data into one picture
- Focus on strategy and planning
- Easy access, clear view of information
- Early identification of threats for faster response
- Realize sales opportunities due to market conditions



Roche Diagnostics:

Roche Diagnostics (RDC), headquartered in Basel, Switzerland, is the world leader in research-based healthcare, specifically in the areas of in-vitro diagnostics, tissue-based cancer diagnostics, and pioneering diabetes management. RDC has been an avid Verix user since 2008, constantly expanding the solution to include additional functionality, serve more teams, and help a wider range of customers – from the Professional Account Managers in the field to the executive level.

Problems: Operational Efficiency Challenges

Due to the nature of the pharmaceutical industry's myriad and often-changing data points —new-product introductions, provider churn, shifting managed care contracts, and competing product launches, among others— companies can easily lose competitive ground while struggling to keep up with these changes. RDC was no exception. Confronted with massive quantities of data from various sources, RDC spent excessive time, money, and resources digging through complex reports to generate the business intelligence necessary for making intelligent business decisions on both a day-to-day and strategic basis.

While the entire Commercial Operations organization was suffering under this laborious process, the sales teams were particularly impacted. Account Managers needed information to identify and target prospects with high potential. The Sales Operations team was frustrated because their success was based on providing the Account Managers with data that was useful, timely, and contained the insights required to achieve optimal results: a critical task that they simply could not complete without tools to do so.

At a Glance

Key Business Issues

- Information/data overload
- Inability to efficiently process and analyze the data

ROI

- Greatly improved performance of the sales group
- Huge time saving across the organization
- Reduction in sales force effort and headcount
- Quicker turnaround time of deals

Who uses the Verix Platform?

- Channel Business Managers
- Professional Account Managers
- National Account Managers
- Strategic Account Manager
- Home Office—up to VP Sales level

Deployment Scope

- Verix Commercial Operations BI analytics solution: Dashboards, HotSpots, Managed Markets Analysis, Sales Performance, CompetitiveAnalysis, Travel & Entertainment, Physician Card
- 350+ users
- Three lines of product

Without the right data to target their prospects, Account Managers missed many revenue-generating sales opportunities. They relied on phoning the Sales Operations team constantly to get the valuable data they needed. But the Sales Operations team was overwhelmed with data both valuable and irrelevant, had few methods for deciphering which was which, and were struggling to deliver useful information to the sales force in a timely and effective manner. To manually sift through the ever-changing data points and arrive with a plan of action was a nearimpossible task. This process was time-intensive, complex, awkward, and prohibitively expensive to Roche in both money and resources.

Area Sales Managers were further challenged in their need to prepare business reviews to answer specific sales-pipeline questions for their Account Managers and Regional Sales Directors. With resources always in short supply, important strategic initiatives had to be pushed out time and again. Overall, the entire sales team—from field Account Managers up to the Executive Management Team—endured unacceptable operational inefficiencies that were costing them customers and market share. RDC needed to reduce costs, increase sales, quickly identify new sales opportunities, understand what was happening in their installed base, and deliver increased profitability as a result.

Solutions:

In 2008, RDC implemented the Verix BI analytics suite. By centralizing all the data points into the Verix solution and utilizing the easy-to-understand dashboards, RDC now has immediate access to up-to-date, accurate information that provides keen insights into the day-to-day running of their business. From Account Managers in the field, Sales Operations members in the office, to the Executive Management Team: everyone in the organization has on-demand access to the right data. In particular, the HotSpots™ feature allows people to quickly see areas that require attention, e.g. hot prospects/ physicians to target, hospitals to visit, which product is performing well vs. those that need work, how RDC products are doing against the competition, who are sales high performers and who needs extra support, and more.

Verix's patented algorithm cured RDC's data-analysis headaches by carefully combing through the myriad data sources—from third party aggregate to internal organizational data—and providing insightful, actionable business intelligence. The plethora of data points are taken into consideration, so that the RDC team can stay on top of variables important to their business, such as: competitors introducing new products, managed-care providers changing their contractual terms, pricing changes, new physicians, and many more.

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.

Now, the entire sales team can utilize the 360-degree view provided by the Verix suite to identify opportunities and weaknesses in minutes. Everyone in the company, regardless of department, can see the same information and collaborate more effectively. The drill-down capabilities allow Management the flexibility to view data at a high level or to dig deep to determine issues affecting the entire business.

Results:

Since the Verix implementation, RDC has recognized quantifiable increases in sales, business intelligence usage, and customer satisfaction. The HotSpots™ feature allows sales representatives to identify specific threats and opportunities and take appropriate action without delay. With the right information at their fingertips, the Home Office analysts and Sales management now have the time to focus on more complex strategic business.

The entire RDC sales team has solved its operational efficiency challenges. The sales organization now enjoys reduced waste of costs, time, and resources. Roche now identifies and deploys resources to more strategic projects, maintains and increases its market share, manages its pipelines more effectively, identifies its sales opportunities quickly, and enjoys ever-rising profits as a result.

"We can do much more now, with significantly fewer resources. Removing the overhead allows us time to focus on what really brings value to the business."

John Johns, Director of Sales Operations, Roche Diagnostics



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