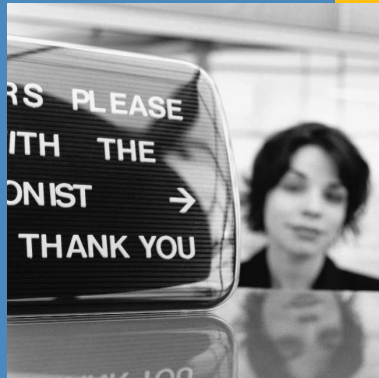


SAP Solution Brief
SAP for Life Sciences



BOOST PHARMACEUTICAL SALES WITH mySAP™ CUSTOMER RELATIONSHIP MANAGEMENT

Improve Sales Force Effectiveness, Optimize Product Launches

The mySAP™ Customer Relationship Management solution (mySAP CRM) helps you drive growth and boost sales by maximizing your pharmaceutical company's sales and marketing efforts – delivering a strategic platform that allows you to adapt to market changes and comply with regulations. mySAP CRM helps you target your most valuable customers, increase sales force effectiveness, and speed time to peak sales for greater competitive advantage.

In the pharmaceutical industry, the effectiveness of your sales force – not the size – drives profitability. But at a time of increased competition and regulatory pressure on physician interaction, improving sales and marketing performance is a daunting challenge. How do you optimize product launches and speed time to peak sales? How do you segment the market and identify top prescribers? How do you synchronize sales and communication channels? How do you ensure that your sales team is getting the right information at the right time to maximize success?

Whether you're a global or regional firm in the ethical or generic market, success in today's business environment requires a standardized sales process supported by timely, accurate data and analytical insight into customer and market requirements. Multifaceted marketing campaigns must be executed flawlessly, sales channels need to be coordinated, and complex contract structures must be maintained to ensure consistent customer pricing. To add to the challenge, your organization also needs the flexibility to quickly respond to marketplace changes and seize emerging opportunities before the competition gets there first.



SAP can help – with the mySAP™ Customer Relationship Management (mySAP CRM) solution. This open, scalable, process-based solution helps you make the decisions that enhance customer relationships and take the actions that improve sales productivity and performance. With increased data integration, you'll be able to achieve a single view of the customer, push critical information to sales reps in the field, and manage campaigns with far greater effectiveness. mySAP CRM also gives you the technical and organizational agility you need to adapt to changing market requirements. The end result is a consistent sales process and the business insight you need to drive growth over the long term and improve competitive advantage.

Drive Growth with Integrated Business Processes

mySAP CRM is a comprehensive, fully integrated solution supporting the business processes that help your pharmaceutical company respond to an increasingly dynamic business environment. With mySAP CRM, your key business processes – segmentation, planning and forecasting, territory management, and sales promotions – seamlessly connect with your financial, human resources, and contract operations. This end-to-end integration helps you drive growth by improving the quality of customer relationships and optimizing targeted channels.



Segment Your Customers and Build Market Share

With sophisticated data-mining capabilities for analyzing internal and external data sources, mySAP CRM allows you to identify existing and potential customers and segment them according to the value they represent. Additional performance analysis capabilities allow you to measure the effectiveness of your targeting efforts and analyze the performance of your promotions. mySAP CRM also provides a balanced scorecard for sales and marketing, as well as specific analytical applications targeted to the needs of the pharmaceutical industry.

You can then use this data analysis to support your brand and customer segmentation strategies. mySAP CRM helps you fine-tune marketing messages based on the pressure points relevant to specific market segments and develop appropriate strategies to maximize product launch effectiveness. By segmenting your markets and analyzing customer needs in greater detail, you'll be able to optimize physician and account interactions, build loyalty, and extend your market share.

Plan and Forecast Marketing Goals

mySAP CRM integrates powerful planning and forecasting capabilities into core processes for marketing, field sales, contract management, and performance analysis. Marketing capabilities, for example, help you create accurate budgets, develop sales strategies, optimize your promotional product mix, and allocate resources accordingly – greatly simplifying tasks associated with forecasting and production planning. You'll be able to promote your products more effectively, reduce marketing costs, and increase brand awareness for greater market share.

Powerful field sales capabilities help you allocate resources across complex territory structures. Using performance reporting tools, you'll be able to quickly evaluate individual field reps and make decisions on how to improve sales success rates. Sales reps can also collaborate with extended teams to generate sales forecasts that accurately reflect market realities and focus attention

on high-value target customers. These capabilities make it easier for you to increase sales, boost profitability, and increase the value of physician relationships.

For better contract management, mySAP CRM helps you plan and negotiate contracts, communicate terms throughout the enterprise, and manage the bidding process more efficiently. Users can simulate contract scenarios to evaluate the most advantageous terms and monitor contract activity to reduce chargebacks and rebate fees. You can even optimize complex pricing structures for full regulatory compliance, which helps you maximize customer service and minimize the cost of operations.

mySAP CRM also offers powerful business intelligence capabilities that let you optimize budgets based on analytical insight from internal and external data sources. You'll be able to consolidate sales forecasts and determine cross-brand or customer-related budgets. Balanced scorecards and promotional performance metrics, meanwhile, provide additional information that helps you generate more accurate forecasts and build plans designed to improve performance moving forward.

Target Valuable Customers Through All Channels

mySAP CRM helps you synchronize sales and customer contact channels so that you can present one face to the customer – a critical capability for building customer trust and establishing credibility with physicians. Campaign management and automation capabilities simplify the task of aligning campaign goals in a consistent manner across all channels. At the same time, you'll have greater abilities to tailor sales and marketing messages for specific customers and more effectively promote products to targeted market segments. This helps to improve the effectiveness of product launches and speed time to peak sales.



For the field sales channel, mySAP CRM provides a single view of the customer and remote access to timely, accurate data. Detailed physician profiles support your field sales reps as they build relationships, and routing functionality helps to manage follow-up contact calls and face-to-face visits. Sample management tools are also available to track the life cycle of all samples and support regulatory compliance. With mySAP CRM, your sales reps have the tools and information they need to maximize productivity, strengthen relationships, and increase sales.

The call center is another critical channel that needs to be coordinated with the overall sales and marketing strategy. That's why mySAP CRM helps you integrate developed sales plans into inbound and outbound communications structures. While optimizing staffing levels and minimizing response times, you'll be able to manage a variety of industry-specific processes, including physician inquiries about medical information, adverse events, and product issues. From telemarketing for generating sales to back-end customer support for maintaining customer satisfaction, the call center capabilities of mySAP CRM help you drive revenues and cut service costs while building strong customer relationships that last over the long term.

Finally, it's important to recognize that strong customer relationships are not built overnight. Customer relationship management, in fact, is an iterative business practice that requires constant attention. mySAP CRM also provides the analytical tools you need to measure performance and make ongoing improvements. You'll be able to measure the results of planned sales activities across all channels, plan future sales promotions, analyze the performance of your promotional plans, and measure the effectiveness of your targeting efforts. This capability helps close the sales and marketing process loop by giving you the ability to improve performance on a continuous basis.

Grow Revenues, Increase Profitability

Through process integration, comprehensive sales and marketing functionality, and keener insights into your customer needs, mySAP CRM helps you boost sales, generate profits, and increase competitive advantage. With increased efficiency and effectiveness, you'll be able to focus on your most profitable physicians and build relationships that deliver long-term value.

mySAP CRM helps you to achieve the following benefits:

- Maximize sales force productivity and effectiveness
- Improve product launches and speed time to peak sales
- Enhance customer loyalty and retention
- Boost call center efficiency
- Minimize regulatory risk

These benefits give you the kind of competitive differentiation that increases customer satisfaction and brand awareness. They also help you boost market share while increasing your future growth potential – a critical factor for shareholders estimating the long-term value of your company. And because mySAP CRM runs on the SAP NetWeaver™ platform, it seamlessly integrates with other SAP® and non-SAP business solutions. The

result is a low total cost of ownership, rapid return on investment, and the kind of competitive advantage that helps you build market leadership and long-term profitable growth.

Find Out More

mySAP CRM is one of several solutions that compose the comprehensive mySAP Business Suite family of business solutions. To learn more about mySAP CRM and other SAP solutions – and find out what they can do for your pharmaceutical company – please visit www.sap.com/lifesciences.

Powered by SAP NetWeaver™

mySAP CRM is powered by the SAP NetWeaver platform, the open integration and application platform that enables change. SAP NetWeaver helps companies align IT with their business. It allows companies to obtain more business value from existing IT investments and to deploy a service-oriented architecture. SAP NetWeaver reduces total cost of ownership and complexity across the entire IT landscape.

SAP NetWeaver powers mySAP Business Suite, SAP xApps™ packaged composite applications, and partner solutions. It provides the best way to integrate all systems running SAP or non-SAP software. SAP NetWeaver unifies integration technologies into a single platform and is preintegrated with business applications, reducing the need for custom integration.