

# Sales Operations for Life Science

## Opportunity: Implement Analytical Solution to Jump-start Drug Commercialization

The commercialization stage is a crucial step in the drug development process. Up to this point, a significant amount of time has been spent ensuring a drug is effective and safe. It is now critical that the process for bringing the drug to market be strategic and thoughtfully executed, so that all of the time, effort and money invested in the previous stages: discovery and research, development, and regulatory review and approval will not have been wasted.



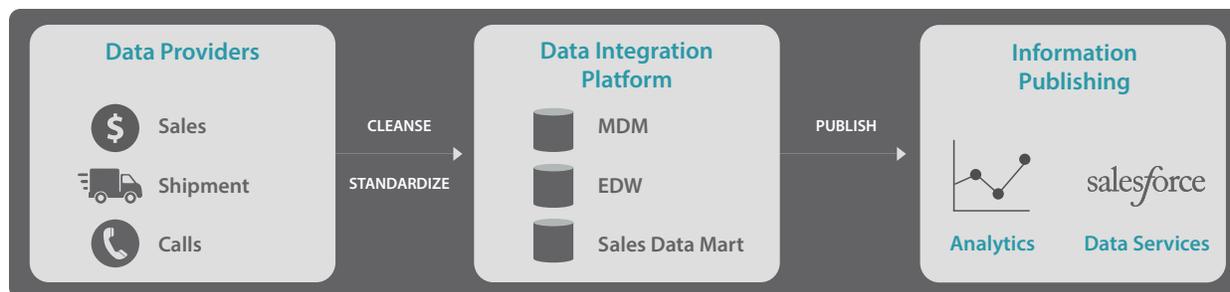
A mid-tier biopharmaceutical company was in the process of getting a drug approved by the FDA, and was preparing to enter the commercialization phase. Like many other companies of this size and at this juncture, they had no automated process for sales operations or analytics and were not sure what type of analytics was needed. However, they knew that they needed to be better prepared for their drug launch by having the right systems and data in place. They needed to know who to sell and market to and where and how to measure. They also wanted a single view of their customers and assistance with defining their overall commercial BI roadmap.

## Saama Sales Operations Solution

Saama developed an integrated data and analytics platform for the biopharmaceutical company's commercial business group that could support their drug commercialization process by automating sales operations. The platform that Saama delivered accomplished the following:

- Provided a central repository for the Core Customer Master.
- Allowed integration and standardization of sales, shipment and call information from enterprise-wide and third party systems.
- Developed and maintained sales crediting rules.
- Acted as an integration platform to develop several functional applications, reports and analytics.
- Could be easily scaled and extended for different business groups, such as product development, finance and marketing.

## Saama Sales Operations Solution for Life Science



The company chose to work with Saama for a variety of reasons, including:

- **Domain Expertise and Service.** Saama experts were able to quickly understand data needs based on deep industry knowledge and experience.
- **Time to Market.** Saama could begin to add value from day one and could implement a full solution in less than five months.
- **Phased Approach.** Saama promised maximum benefits in phase one of the project by addressing critical issues first.
- **Clear Direction.** Saama offered a sensible roadmap to help guide the way to reach actionable insights.
- **Cost Advantage.** Saama was able to offer a cost benefit by leveraging their highly skilled offshore team.

## Business Value and Results

Saama helped the biopharmaceutical company jump start commercialization and the automation of their sales operations by building a comprehensive, scalable commercialization platform that integrated customer, sales and call data. As a result of the Saama engagement, the company realized a number of benefits.

The Core Customer Master delivered by Saama enabled:

- A single version of the truth, with one source for reliable, high quality customer information.
- A robust system with automated cleansing, standardization and data validation, and data consolidation and reconciliation features.
- Efficient risk management and compliance enablement.

The Enterprise Data Warehouse delivered by Saama enabled:

- Integration and standardization of shipment, sales and call information across IMS, SPP, SD and internal systems.
- Quick access and storage of territory alignment information.
- Ability to generate meaningful reporting and analytics to executives by configuring relevant metrics and data structure to measure sales force performance, call progress against plans.

For additional information on Saama Sales Operations for Life Science Please call us at [888.205.3500](tel:888.205.3500) or email [sales@saama.com](mailto:sales@saama.com) or visit us at [www.saama.com](http://www.saama.com).

