



Brand and Payer Intelligence (BPI)

Leverage pharma-specific analysis to make full-context decisions more quickly and economically

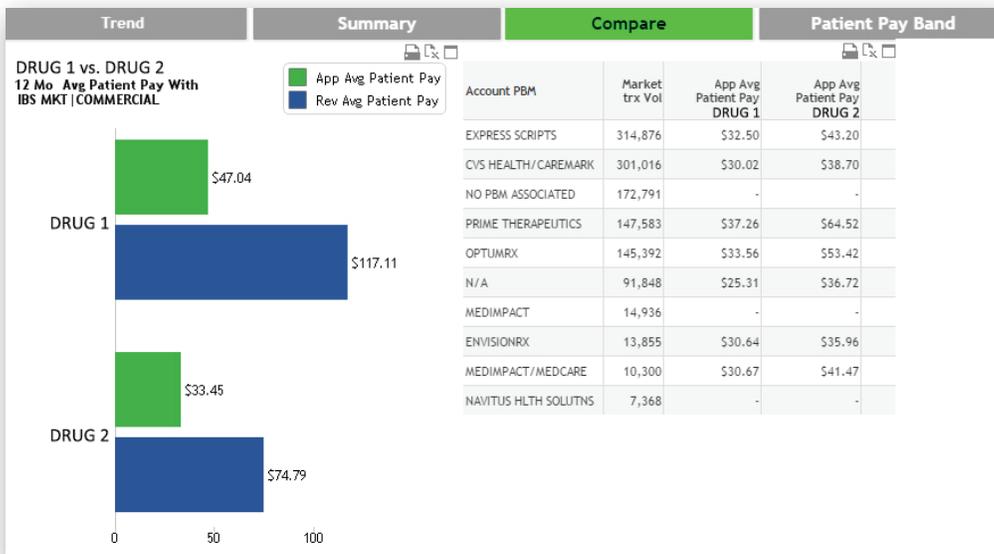
Overview

Model N Brand and Payer Intelligence (BPI) helps customers optimize their commercial activity by generating actionable insights from local health market characteristics and accounts behavior. Proprietary data algorithms designed by payer experts specifically for US based pharma companies blend all of a company's owned data to generate multidimensional insights. BPI extracts the full value of a company's data by delivering strategic views of their data in full context with the ability to drill-down to the most granular level, enabling marketing and analytics teams to increase their operational and market performance while minimizing costs.

Analyze Your Data in Minutes, Not Weeks

As described by industry experts, pharmaceutical organizations are data rich and insight poor. In fact, 60% of structured data is never utilized for gaining insights. The Model N BPI application solves this dilemma by enabling analytics teams to focus on complex modeling and value added activities and not wasting time doing data clean-up.

BPI is a cloud-based solution that centralizes the generation of insights, enabling secure role-based access to multidimensional views of disparate functional data. This includes all data such as IMS, Symphony, FTF, MMIT, master data, enterprise data, and marketing data, blended by proprietary algorithms. BPI provides real-time transparency into market performance across all commercialization functions. Visibility to the most granular level of data permits true root cause analysis. And upon the receipt of each data set, all reports can be automatically refreshed, saving teams considerable time.



Assess your brand's competitiveness in just a few clicks.

Effective analytics needs to be efficient and structured

"Up to 80% of business intelligence time is spent on data alignment."

- WSJ, August 2014

"These days at least 50% of all analysis is ad-hoc."

- PharmaForce Conference, September 2016

"Over 70% of users experienced an increase in collaboration when visualization was introduced."

- Aberdeen Group Report, April 2015

Key Capabilities

- Pre-blended data enabling multidimensional analysis
- Market definition and segmentation based on user-defined attributes
- Drill-down capability from the national to the territory level
- More accurate on-demand analysis at a lower cost

Audience

- Sales
- Marketing
- Managed Markets
- Data Analytics



Democratize Access to Information and Break Down Functional Silos

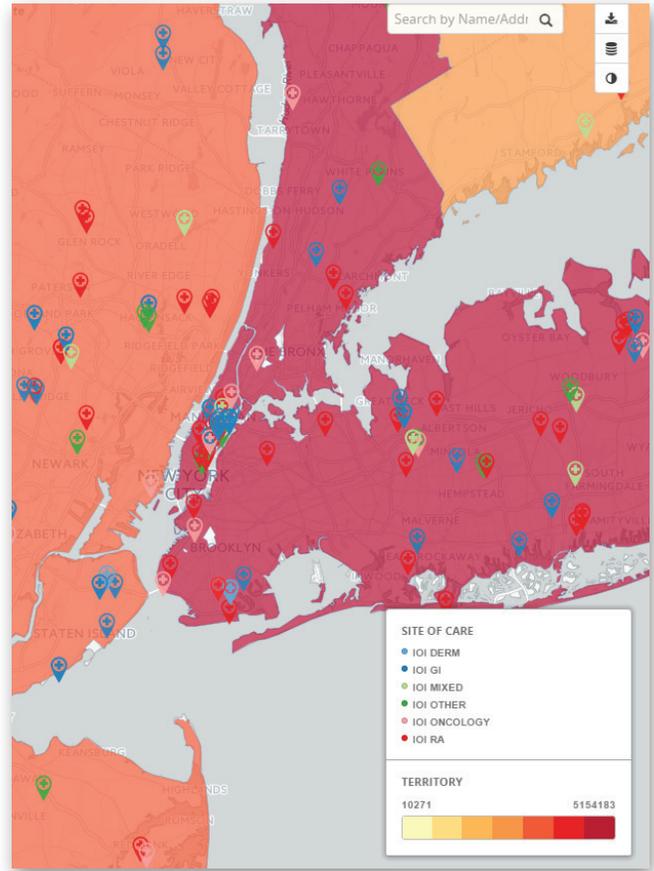
Translating data insights into tactical implementation requires more than strong business intelligence capabilities. The comprehension of insights allows users to make good decisions and take appropriate action. However, most pharmaceutical data is complex and delivered through multiple applications, limiting access or necessitating extensive training.

Self-serve analytics for non-SQL or non-SAS-trained users permits data extraction and analysis without the need to write complex queries. The BPI user interface is intuitive and allows users to pull aggregated data or customer lists with just a few clicks - without involvement from IT. BPI delivers powerful visualizations in the form of heat- and spider-maps to generate advanced understanding of market dynamics, such as how stakeholder relationships impact local health markets.

Reduce Reliance on Third-Party Vendors to Reduce Costs

The complexity of pharmaceutical data dictates the need to hire expensive vendors to perform market segmentations and market definitions. Typically performed by junior staff, analysis takes a long time to produce and provides one-dimensional and incomplete results - all at a high cost.

Market Definition Management in the BPI platform reduces the implementation of market changes from weeks to days. The solution's segmentation capability enhances a user's ability to drive profitable marketing campaigns and design strategic territory alignments, optimizing your marketing and sales resources. All of this is enabled at a fraction of the cost of using a vendor for segmentation engagement. Lastly, user-defined datasets compiled from business attributes can be shared across the organization to gather feedback and enhance analysis.



The Location Analytics view allows users to quickly spot problem areas, and understand local health market interdependencies.

Summary

Use the Model N Brand and Payer Intelligence platform to extract value from your existing data while helping you optimize your brand and payer activity, increase productivity, and reduce operational costs. For more information visit: www.modeln.com/evaluate_BPI

Model N is the leader in Revenue Management solutions. Driving mission critical business processes such as configure, price and quote (CPQ), contract and rebate management, business intelligence, and regulatory compliance, Model N solutions transform the revenue lifecycle from a series of disjointed operations into a strategic end-to-end process. With deep industry expertise, Model N supports the complex business needs of the world's leading brands in life sciences, technology and manufacturing across more than 100 countries, including Johnson & Johnson, AstraZeneca, Boston Scientific, Novartis, Atmel and Fairchild. For more information, visit www.modeln.com.

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