# satsumas

LEADING PHARMACEUTICAL COMPANY

SUMMARY

A leading Australian pharmaceutical company did not have access to quick and reliable sales data. Monthly reports were run by I.T. and it was almost a week before they were made available. This data was 'crunched' in Microsoft Excel and was very prone to errors due to manual manipulation. As the company matured and their data collection increased they required faster access to reliable sales data to enable quicker and better-informed decisions.
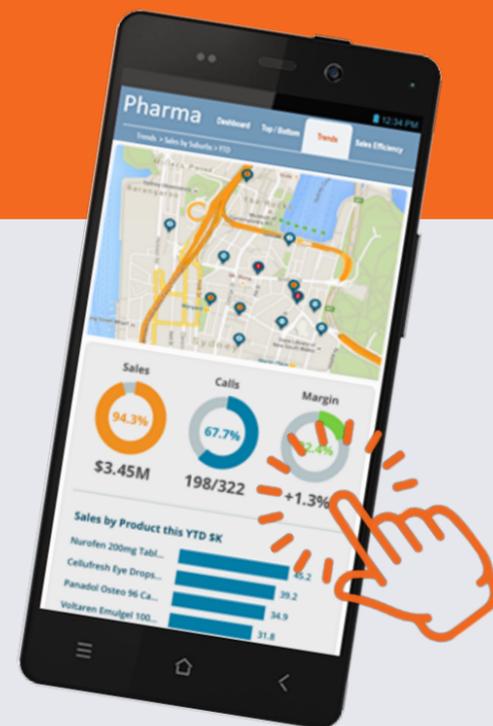
TRACK PRODUCT SUCCESS

Challenge

The company needed to track the success of any product, how it was selling against projections, which territories were buying the product and how effective marketing campaigns were.

Solution

Sales managers are now able to track products sales over a number of different categories and identify key sales drivers.

Instead of having to wait until the end of a reporting period, reliable sales data can now be accessed when needed, in a simple to read format and easily shared with senior management.

Being able to better track a products success has enabled better decision making in regards to which marketing campaigns were proving profitable, what training strategies worked in each territory and they could now identify cost blow outs as they happened instead of waiting until the end of the reporting period.

Benefit

Different levels of reporting were made available to executives, management and sales staff giving them visibility and accountability for the companies success. This dashboard solution combined data from 5 different sources into one interactive solution that allowed users to see not only aggregated sales numbers but also detailed product sales records by territory, sales rep and over time.

FOLLOW THE MARKET

Challenge

Sales forecasting and understanding where you sit in your own marketplace is essential for any sales manager. With a lack of readily available and reliable data sales managers could not forecast effectively and were unable to understand their position in the market.

Solution

Being able to identify trends in sales, distribution, product performance, success of marketing campaigns and efficiency of their sales force gave senior executives and sales managers an overview of how the company was performing.

Management can now quickly pinpoint the areas of the business that are under and over performing and how that relates to their place in the current market.

Management can now see how the business is performing day-to-day, better understanding their position in the market.

Benefit

Senior executives and sales managers were given access to a high level dashboard that allowed easy navigation of sales, targets, stock control, cost per sale and other KPI's.

Understanding how the company performs on a daily and weekly basis helped management identify sales trends, changes in the market and changing product profiles.

SUPPORT THE SALES TEAM

Challenge

The sales force needed to be able to track sales and analyse their own sales results compared to colleagues and other territories.

Sales reps were giving an end of month report and could not get a good idea of how they were performing versus targets until the end of the reporting period.

Benefit

A mobile dashboard solution allowed sales reps to track their own sales against targets, monitor how their territory was performing against other territories, track physician visits and easily identify which physicians have been visited/neglected.

Sales reps were trained on how to use the dashboard and how to gain insight into their own performance.

Solution

Sales managers can identify sales reps who might be lagging and arrange appropriate support and training if required.

Sales reps can now track their own success daily, weekly or monthly and see how they are performing within their territory, rival territories and against their own sales targets.

They can easily track physician visits and schedule their time according to data and not just 'gut feeling'.

The sales force feels empowered with a better understanding of their own and their companies' performance.

OUR SERVICES INCLUDE

BI strategy services
Data & BI development services
Mobility & cloud solutions
Consulting Services
Training
Customer care & support

OUTCOME

After working with Satsumas the company was able to cut down reporting time from days to any time reporting, empowered their sales force with dashboard reporting and integrated their sales data with key operational objectives.

They saved time and money by identifying and eliminating projects and products that were not profitable and better using staff resources previously taken up by generating manual reports.

Talk to our experts and find out how data analytics and visualisation can help your organisation grow your market share and meet and beat sales targets.

Make a move to anytime reporting

*all data included in example images is fictional and for display purposes only

About Satsumas

We are focused on solving business problems where complex data is involved. We deliver business intelligence solutions using intuitive visualisations to support data driven decisions through data discovery and self-service analytics.

To discuss your business intelligence needs call us on **02 8212 5666** or find our more about us at **satsumas.com**

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