Cognos Launches
PHARMACEUTICAL SALES MANAGEMENT SYSTEM

Cognos, an IBM company, has added a performance solution to its Blueprint line designed to help pharmaceutical companies more effectively manage their territorial sales quotas, enabling them to identify new sales opportunities and quickly adjust to new market conditions.

Managing salesforce quotas can be a complex undertaking, particularly in large enterprise pharmaceutical organizations, says Paul Hake, Industry Director, Life Sciences, Cognos, an IBM company.

The framework of the Cognos Sales Quota Allocation Blueprint incorporates dashboards, as well as best practices in quota forecasting and modeling, to assist pharmaceutical companies in setting and maintaining quotas in line with corporate revenue objectives. The Blueprint solution also provides incentive compensation analysts and sales managers with enhanced visibility into their distributed sales management processes, ensuring each salesforce is maximizing revenue by focusing on the right mix of products for their territory, and is working toward the most appropriate performance incentives.

"Managing salesforce quota can be a complex undertaking, particularly in large enterprise pharmaceutical organizations with hundreds or thousands of sales people across different territories, each focusing on a different array of products they need to bring to market," says Paul Hake, industry director, life sciences, Cognos. "The Sales Quota Allocation Blueprint offers our customers the tools they need to ensure sales quotas are allocated fairly, aligned with revenue objectives, and completed in a timely manner, freeing up management's time to focus on driving revenue and profitability."

Edge Dynamics Updates DEMAND MANAGEMENT SYSTEM

Edge Dynamics has added a flexible desktop module within its Demand Management Suite that offers life-sciences manufacturers a way to easily monitor and analyze channel activity data for their products. The Edge Dynamics Demand Dashboard interface allows individuals across the enterprise to quickly answer the most critical questions about the flow of their products through the channel. This enables the manufacturer to take real-time corrective actions to improve efficiency and profitability, including maximizing new product sales performance and avoiding product shortages and stock-outs.

The Edge Dynamics Demand Dashboard is being offered as a new module in the Edge Dynamics Demand Management Suite Release 4.5. Through the dashboard, users can choose preconfigured views of content or change the dashboard themselves, without IT assistance, to display the

Employees often miss opportunities to take corrective action because they can't get their hands on the right data quickly enough, says Josh Greenbaum, Principal, Enterprise Applications Consulting, at Edge Dynamics.

most relevant views and alerts for their specific roles. The dashboard also offers more actionable alerts and options that allow for more effective presentation of channel performance information across the enterprise, such as the ability to view daily inventory levels or shipments on a local, regional, or national level. Users also can take direct actions via the dashboard, including the approval or rejection of orders, or the holding of inventory.

"Years of ERP implementation experience showed our industry two important things," says Josh Greenbaum, principal, enterprise applications consulting. "First, employees often missed opportunities to take corrective action because they couldn't get their hands on the right data quickly enough. Second, poor usability prevented enterprise software from delivering on its promise; even when employees had technology to help them access critical data, they simply wouldn't use an unfriendly interface."

Verispan Products Track PHARMACY CLINIC AND PRODUCT LAUNCH DATA

Verispan's healthcare list division has introduced a comprehensive database of pharmacy retail clinics and the allied healthcare practitioners affiliated with these facilities.

While the pharmacy/retail clinic industry has yet to fully establish itself, these clinics — primarily staffed by nurse practitioners, physician assistants, and sometimes physicians — have shown tremendous potential in providing inexpensive and exceptional healthcare to consumers.

The Pharmacy/Retail Clinic Database from Verispan offers more than 830 clinic locations and parent/satellite relationships. The file includes all practitioner demographics, including clinic names and locations.

The service pinpoints the number of retail clinics and how many practitioners are affiliated with them. For example, there are 921 clinics operating in 36 states today.

Verispan also has announced the availability of VS Launch Predictor, a Web-based tool that integrates Verispan's patented longitudinal, patient-level data with its promotional data to allow users to

> **Verispan's healthcare list division has introduced a comprehensive database of pharmacy retail clinics and the allied healthcare practitioners affiliated with these facilities.**

forecast market penetration for new product launches.

VS Launch Predictor includes historical product launch data dating back to 1991, and allows users to analyze new product launch performance by comparing it to analogous product penetration curves. The data can be analyzed using historical longitudinal patient data going back to 2002.

Historical patient data include traditional total prescriptions, new prescriptions and Verispan's True Patient Measures, which differentiates between new to therapy, new to brand, and continuing patient transactions.

As a Web-based service, VS Launch Predictor provides 24-hour access and reporting capabilities. Its user-friendly database has multiple selection criteria, allowing clients to analyze competitors' strategies during their product launch phases.

Results and graphical displays can be created and exported, facilitating strategic business decisions for analysts, forecasters, and product/brand managers. It allows them to forecast new product performance and determine promotional requirements.

Acsis Introduces
SUPPLY-CHAIN SOLUTION

PharmaTrak derives business value beyond the regulations by automating supply chain execution, as well as aiding in improving product integrity, inventory management, and product movement visibility, says Andre Pino, Chief Marketing Officer at Acsis.

Acsis has launched PharmaTrak, an application that provides a cost-effective way to comply with California's electronic pedigree requirements.

Effective Jan. 1, 2009, the California e-pedigree law requires pharma manufacturers to create unique identifiers for products, track each product's pedigree, and maintain electronic supply-chain records.

PharmaTrak is designed to meet those mandates and improve efficiency across the entire supply chain by providing automated device management, e-pedigree generation, and serialization at the case and pallet level. The product also can be integrated with users' existing SAP management software.

The system manages serialized drug product in warehouse and distribution centers to support the ability to generate e-pedigree documents and automate product movement and transfers.

THE LATEST VERSIONS

■ **Take Solutions, Princeton, N.J., has released a new version of its OneClinical clinical data management solution** that optimizes the process of transforming collected clinical data to the open industry standard known as CDISC SDTM (Clinical Data Interchange Standards Consortium — Study Data Tabulation Model).

The new solution guides the end user to easily profile, analyze, and specify data mappings, while also performing in situ and real-time validation, feedback, and error correction. The emerging SDTM-compliant dataset is then validated and packaged along with the data definition document to be submitted to the appropriate regulatory body. The standardized domains are also used for interim data analysis, standards-based clinical study reports generation, and clinical safety analysis portal.

For more information, visit takesolutions.com.

■ **Words+, a Lancaster, Calif.-based subsidiary of Simulations Plus** focused on hardware and software communications devices for the disabled, **has released Version 2 of the Say-it! SAM Communicator**, its voice-output-augmented personal digital assistant (PDA). For the new version, Words+ has added a NeoSpeech voice option to the PDA's traditional DECtalk voice simulator. The new version also includes a new ergonomic design with a more responsive touch screen and a larger speaker, as well as longer battery life and a faster processor.

In addition to individuals who require advanced audio coding devices for communications assistance, potential users of the Say-it! SAM Communicator Version 2 include speech pathologists, occupational therapists, and special education teachers. Words+ also offers a version of the communications device without the PDA functions to meet Medicare spending cap requirements.

For more information, visit words-plus.com.

Observant Launches MARKET RESEARCH TOOL

Market researchers at life-sciences companies are under increasing pressure to deliver commercially applicable analysis reports in a timely, efficient manner. But these groups have found that academic-developed software platforms tend to fall short when used in commercial settings.

Observant's new online software tool, Questrill, has been designed specifically to address these challenges by providing researchers with the speed, flexibility, and accessibility necessary to apply research findings in a commercial setting.

"Market research groups in pharmaceutical and biotechnology firms increasingly push for speed in the delivery of reports, and the challenge is to deliver rapid insight gleaned through sophisticated analysis, rather than simply reporting 'this is what we heard,'" says Observant CEO Michael Feehan, Ph.D.

Market research groups increasingly push for speed in the delivery of reports, and the challenge is to deliver rapid insight gleaned through sophisticated analysis, rather than simply reporting, says Observant CEO Michael Feehan, Ph.D.

Qualitative research tends to produce voluminous data, often in the form of uncoded handwritten or typed notes. These data must then be processed and coded by the researcher before and during in-depth analysis.

"This time-consuming activity can limit qualitative research in circumstances that require rapid analysis and dissemination to address critical issues," says President Richard Durante, Ph.D. "The problem is particularly acute in international studies with multiple cities and researchers."

Questrill is flexible and accommodates preferences for note taking, analysis, and reporting. It is interoperable with Microsoft Word and is easily navigable through simple key strokes. Data can be directly uploaded to an Internet-based project database and be available to team members regardless of location.

Follow up

ACSIS INC., Marlton, N.J., provides automated manufacturing and supply-chain technology. For more information, visit acsisinc.com.

COGNOS, Burlington, Mass., an IBM company, develops enterprise software solutions for business intelligence and performance planning. For more information, visit cognos.com.

EDGE DYNAMICS INC., Redwood City, Calif., is a provider of demand management solutions for the life-sciences industry. For more information, visit edgedynamics.com.

OBSERVANT LLC, Waltham, Mass., manages custom research engagements in the United States, Europe, and Asia. For more information, visit observant.biz.

VERISPAN, Yardley, Pa., a joint venture of Quintiles Transnational and McKesson, provides information products and services and patient-centric longitudinal data to the healthcare industry. For more information, visit verispan.com.