

ORACLE CRM ON DEMAND LIFE SCIENCES EDITION – PHARMACEUTICAL SOLUTION

ORACLE® CRM ON DEMAND

THE WORLD'S MOST
COMPREHENSIVE CRM ON
DEMAND SOLUTION

- Easy to use for high user adoption
- Deploys quickly with little IT investment
- Embedded sales, marketing, and service best practices
- Powerful analytics
- Works online or offline

SOLUTION PRODUCTS

- Oracle CRM On Demand, Life Sciences Edition
- Oracle CRM On Demand Offline Client
- Oracle CRM Personalized Content Delivery

Sales representatives in the life sciences industry face increasing pressure to complete dozens of sales calls per week in an intensely competitive selling environment. They must meet physicians who have little to no available time for meetings, and they must adhere to rigorous reporting requirements. While traditional CRM applications have helped these reps become more efficient at reporting, they have not helped boost their sales effectiveness. Oracle CRM On Demand Life Sciences Edition – Pharmaceutical Solution is the industry's first single provider offering that helps reps increase both reporting and selling effectiveness.

First Life Sciences On Demand Solution for Selling and Reporting

In today's highly competitive selling environment, life sciences firms must lower costs and maximize sales and marketing effectiveness. And, pharmaceutical sales reps must make every interaction count.

In short, they need to make brief, yet highly relevant presentations to physicians and other stakeholders. Now, Oracle CRM On Demand Life Sciences Edition – Pharmaceutical Solution combines world-class CRM with a selling solution reps can use to share presentations with physicians in real time, and quickly and easily track the results of those meetings.

Oracle CRM On Demand Life Sciences Edition – Pharmaceutical Solution offers a new module, Personalized Content Delivery (PCD), Oracle's closed-loop marketing eDetailing solution. PCD allows sales organizations to use digital presentations rather than paper collateral for detailing products. With PCD, companies can carefully control message delivery for legal and regulatory reasons and ensure that field messaging aligns with corporate marketing plans, while providing reps with a powerful tool for driving sales. In addition, automatic tracking of responses from physicians allows marketing departments to evaluate and improve messaging, closing the loop between sales and marketing.

Increase Sales Effectiveness

Oracle CRM On Demand Life Sciences Edition – Pharmaceutical Solution delivers powerful best-practice tools to drive sales performance and consistency across organizations. Support for pharmaceutical business processes make it easy to access insightful hospital and physician information and conduct more-informed sales meetings. Critical and easily accessible information accelerates user adoption and reduce configuration. And, a powerful offline client enables representatives to work

productively anywhere, whether online or offline.

Improve the Impact of Customer Events and Education

Oracle manages integrated medical education events, including the targeting of prospects and attendance management. Supported event types include product seminars, regional meetings, user groups, customer education, and technical seminars with Continuing Medical Education (CME) credits. Guided sales processes enable sales representatives to generate new leads and drive additional sales through easy creation of ad hoc local events. With powerful analytics, marketing managers can analyze activities, product interest, sales effectiveness, and projected revenue.

Plan and Achieve Strategic Goals

Simply managing contacts is no longer sufficient. To gain a competitive edge, today's sales executives must move to new commercial models, key opinion leader management, and key account management. A new feature in the Oracle CRM On Demand Life Sciences – Pharmaceutical Solution, Business Planning, enables users to create short-, medium-, and long-term goals for accounts, and action plans to ensure the achievement of those goals. Sales managers can flexibly link plans and objectives with accounts, contacts, products, opportunities, and activities to accommodate a wide range of planning processes.

Meanwhile, sales representatives can easily record the products detailed, promotional items and samples dropped, attendees, and sales solutions utilized. For frequently used call data such as calls associated with a new product launch or campaign, Smart Calls enable representatives to apply Smart Call templates to record default field values for the call, products detailed, promotional items, and samples dropped. As a result, representatives spend less time recording call details and more time selling.

Securely Manage Complex Customer Relationships

Oracle provides a 360-degree view of the customer, enabling deeper understanding of complex hospital, physician, key account, and key opinion leader relationships. Oracle embeds a best-practice process for tracking key customer data, including market share, year-to-date revenue, affiliations, related notes, documents, product sales, and more. Secure visibility is granted by role- and user-based access control mechanisms to help pharmaceutical companies comply with healthcare regulations.

Automate and Improve Samples Management

Oracle manages disbursement of samples and promotional items to physicians, clinics, and hospitals including signature capture, with electronic signature storage and inventory tracking while on the go. Audit and compliance reporting increases controls and oversight. Inventory management enables the allocation and distribution tracking of samples inventory to sales representatives, tracking inventory to the lot level, and completing inventory close outs and reconciliation. These capabilities help increase conformity with varying regulatory requirements.

Equip Reps Worldwide with a Powerful Yet Cost Effective Solution

For organizations seeking to arm pharmaceutical reps worldwide with a customized pharmaceutical tool, PDAs are no longer the only low cost delivery vehicle. Oracle CRM On Demand Life Sciences Edition – Pharmaceutical Solution runs on

KEY FEATURES**MEDICAL EDUCATION AND MARKETING EVENTS**

- Sales rep-driven local event management
- Invitee management
- CME credit seminars

SAMPLES MANAGEMENT

- Inventory management
- Disbursement and reordering
- Signature capture
- Audit and inventory reconciliation

ACCOUNT AND CONTACT MANAGEMENT

- Affiliations and GPO relationships
- Integrated analytics for customer insight
- Role- and user-based access control

BUSINESS PLANNING

- Planning for accounts, contacts, and products
- Short-, medium-, and long-term planning

PERSONALIZED CONTENT DELIVERY (Optional Product)

- Digital content management
- Messaging plan assembly
- Customer response reporting

inexpensive netbooks, laptops, and tablet PCs. Life sciences reps benefit from more functionality, offered by a single provider, at a lower cost. Now, firms can afford to deploy eDetailing worldwide. This makes the Oracle Pharmaceutical Solution the best value for global deployments as well as in emerging markets.

Get the Best Value

Oracle provides a complete on demand pharmaceutical solution at the lowest cost, from one single provider. Mobile eDetailing is pre-integrated with the rest of the life sciences CRM system. And, for life sciences companies that want to integrate their field sales system with back-office operations such as marketing analytics and partner management, Oracle offers these related solutions as well, pre-integrated with Oracle CRM On Demand Life Sciences Edition – Pharmaceutical Solution. Furthermore, a wide range of partners offer pre-integrated syndicated data and add-on capabilities. Finally, only Oracle offers the industry’s deepest CRM and industry experience to ensure life sciences customers achieve a rapid time to value.

Bottom Line

Oracle’s Oracle CRM On Demand Life Sciences Edition – Pharmaceutical Solution is a complete, single vendor, best practices offering that helps companies make every interaction count, decrease costs, and deploy this powerful solution everywhere.

Contact Us

For more information about Oracle CRM On Demand Life Sciences Edition – Pharmaceutical Solution, please visit oracle.com/crm/lifesciences or call +1.866.906.7878 to speak to an Oracle representative.



Oracle is committed to developing practices and products that help protect the environment

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