



Galigeo helps the Pharmaceutical Industry to optimize Sales Territory Management

The Client

Our client provides a diversified portfolio of healthcare solutions. With a presence in 140 countries, more than 120,000 employees, and net sales of USD 50 billion, this client is one of the leading players in the healthcare industry.

The Challenge

The client sought to define high-potential areas to enhance its sales.

The main objective of the client was to get insight from geospatial analysis to better understand the market related to a specific eye disease. As a primary cause of visual impairment in Western countries, this eye disease affects more than eight percent of people over 50 years of age and is more prevalent among smokers or former smokers.

By integrating location data into CRM actions, the client wished to outline high-potential areas to optimize sales and marketing targeted toward ophthalmologists working either in private practice or in hospital environments. The client sought a solution to be able to conduct a comprehensive and integrated analysis on a monthly basis, or as often as necessary.

The Solution

To fulfill the client's needs, Galigeo has implemented location-based analysis software which allows direct, quick, and precise understanding of multidimensional indicators. By combining data from the business intelligence application and the spatial dimension, Galigeo enabled the client to perform geomarketing analysis that resulted in a better understanding of the density and distribution of ophthalmologists (in private practice versus hospital environments) and patients within the territory. The geographical approach has revealed information hidden

within business intelligence data and allowed access to information that cannot be viewed in regular reports.

Galigeo's solution provides the client a set of reports and information used to analyze sales performance by territory as well as through a direct sales force. The data are presented on dynamic maps, helping the client to identify patients' locations and high-potential areas. This solution allows decision makers to be in constant contact with the data warehouse via aggregated or detailed data.

About Galigeo

Since 2001, Galigeo has been providing value-added software solutions in Geospatial Business Intelligence. By combining geographical dimensions with existing data from business intelligence applications, Galigeo enables organizations to gain critical insights from enhanced Business Analytics.

Contact

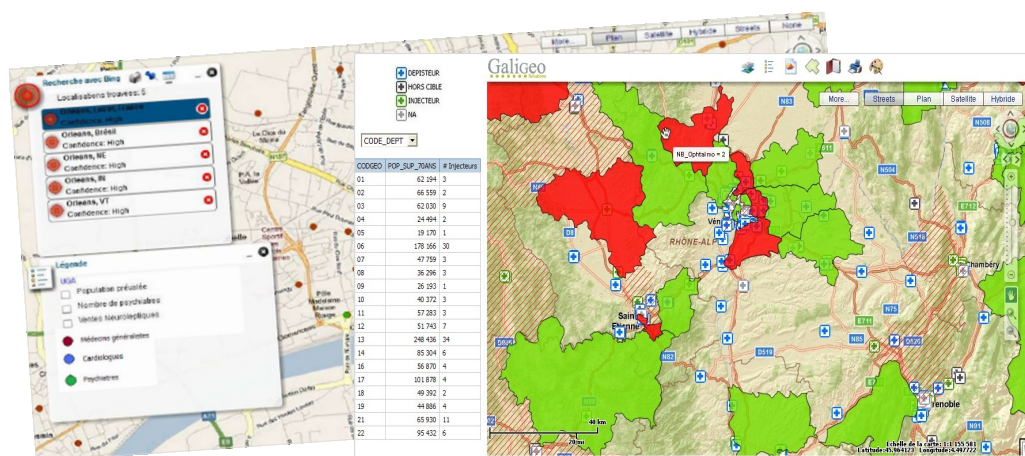
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Our Clients

Galigeo is trusted by some of the world's largest companies and governmental organizations .

Our Partners

Our partnerships strengthen our ability to help our clients achieve superior performance.



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The Results

The client now has powerful software that improves its business analytics. Thanks to the Galigeo software solution, the client has augmented its market share by six percent in this market.

Optimize sales force territory management

By identifying underperforming sales territories, the solution has led to an operational action plan to optimize medical visits by sale representatives. The client decided to increase the number of e-detailing visits (a new channel that involves electronic communication between physicians and sales representatives) by 15 percent. The switch to e-detailing was an efficient way to better reach ophthalmologists located outside urban centers. Consequently, the client has noticed a 25 percent increase in numbers of visits, which has translated into significant sales increases.

Outline high-potential areas

Intended for controlling activities and easily monitoring various strategic indicators, the solution also allowed the client to efficiently measure the performance of each region and go from diagnostics to action. Data analysis such as anticipation of retirements and location of the competition were also performed to adjust resource allocation and to outline high-potential zones to explore for new services.

The client has also identified and filled medical areas with a low density of ophthalmologists. By discovering medical “deserts” (i.e., areas where patients are located 45 minutes or more by car from an ophthalmologist equipped with testing and screening devices to detect the disease), the solution also addressed a public health issue.

Technology Description

Features	Key Benefits
Business Intelligence Add-in	Geographic add-in embedded in the portal of the main Business Intelligence tools such as SAP Business Objects, IBM Cognos, and Microsoft, etc.
Dynamic and Interactive Map	Dynamically includes a map linked to business data either directly in reports as a complement to tables and charts or as an interactive map viewer. The latter offers advanced navigation and spatial query features (a buffer and included points, etc.).
Geographic Dashboard	Stand-alone Web cartographic portal for viewing, analyzing, and querying business data.
BI-Mapping Bidirectional Link	Unique, dynamic integration solution between the mapping and BI systems.
Distribution	Print or export to PDF or to your MS Office applications the formatted reports and maps with legends.
Full Web Solution	Web architecture for creating and viewing reports and maps.
API	FLEX API lets you include its functionality in your applications while preserving your graphic charter and all its features.
SOA	Built on a reliable, robust, and proven J2EE service-oriented architecture.