

Introducing VERIX: Performance Management and Advanced Analytics

The Pharmaceutical business is changing—markets are more competitive, resources are becoming scarce, and execution is more important than ever. There is no shortage of data and reports, but can you identify what is really important *at a glance*?

VERIX is the Performance Management Optimization solution for companies who need to take action. VERIX was specifically designed for business users—individuals like you who need to cut through the noise and quickly get to the heart of what drives performance and competitive success.

Finally: Performance Management and Optimization with Advanced Analytics

Only VERIX delivers complete Performance Management Optimization with a patented Analytics Engine. Now you have everything you need to analyze performance at all levels – sales, marketing, brand management, managed care – align your organization to take action.

VERIX offers customized Performance Management – reporting and dashboards – that presents data and Key Performance Indicators (KPIs) in a format that actually reflects your business and workflow. Our intuitive presentation layer puts the critical information on dashboards and reports for headquarters, field management and salespeople. Your team gets the data they need presented in a manner that makes sense. Data is instantly actionable without days or weeks of internal analysis.

Not Just Reporting

VERIX spots key trends in your business that hide beneath the surface with traditional reporting tools. Instead of mountains of reports, VERIX delivers a clear vision of what is happening across each territory, district, region—even nationally. You now have a blueprint for taking action.

- See all the key data you need to make a difference.
- Identify trends before they become revenue-threatening problems.
- Realize measurable bottom-line results and performance improvements across every department.

Customized Reporting, Dashboards and Scorecards

VERIX shows all levels of your organization the exact areas requiring immediate attention:

- Easy-to-use, ad-hoc queries and reports
- Intuitive workflow with key performance indicators
- Advanced Analytics, including patented HotSpots™ technology to identify emerging challenges before they influence performance.

If Your Data Could Speak, What Would It Say?

Let VERIX Performance Management Optimization be your interpreter, reviewing and analyzing all data to provide answers to questions like:

- What are successful sales representatives doing that others are not?
- How is business impacted by managed care and formulary changes?
- How are competitors affecting even your most productive territories?
- Why are loyal physicians writing scripts for competitive products?
- Which physicians, in or outside of your plan, impact overall performance?
- What can reps and managers do to impact performance against goals?
- Which marketing actions or campaigns make a difference?
- How are your product launches going?
- What can you learn from competitive launches?



Powerful Analytics at Your Fingertips

Instead of waiting for others to review data and flag concerns, the revolutionary VERIX Analytics Engine presents you with opportunities and challenges the moment you visit your dashboard or reports. You are empowered to take immediate actions – weeks or months ahead of your competitors.

- Automated analysis to save time and facilitate action.
- Root cause analysis to surface underlying issues.
- HotSpots™ and HeatMaps to pinpoint opportunities or threats.

The VERIX Analytics Engine works in two distinct ways to ensure that you never miss an opportunity to improve performance:

- 1) Automated HotSpots™ Detection:** The Engine churns through vast amounts of data to alert you to critical changes before they are discernible and threaten your business.
- 2) Guided Search:** Tell VERIX consultants about the issues that concern you, and the Engine automatically provides the actionable information to improve performance in any key area.

VERIX Brings Expertise to Your Business

Developed by a team of leading analytics experts, VERIX offerings were built to analyze vast amounts of data and present the information in a workflow that makes sense for business users. The VERIX Analytics Engine is at the core of our solution, and we devote significant resources to its ongoing refinement. The team was hand selected and includes patent holders and analytical experts; nearly a third of the company holds Ph.D.s from the world's premier research institutions.

Performance Management and Optimization for the Competitive Edge

Aggregates data to provide a single version of the truth

- TRx, NRx, Shipments
- Physician Profile, Segmentation
- Sales & Promo Activity

Provides actionable intelligence through automated analytics

- Trends
- Emerging opportunities and competitive threats

Delivers customizable reporting and dashboards for:

- Sales
- Marketing
- Managed care

Managed service with expert consulting and support

Integration and Aggregation of Your Key Data

VERIX incorporates syndicated data from all syndicated sources (including IMS and Wolters Kulwer), as well as:

- Sales Force Automation (SFA)
- Customer Relationship Management (CRM)
- Sales Incentives systems
- Operations
- Spreadsheets and portals

VERIX Stands Out

It's hard to distinguish between other Performance Management, Business Intelligence and Analytics tools. The VERIX solution is unique. We do not believe one size fits all. Every dashboard and report is designed around how your company does business. Our workflow matches your workflow. Analyst firms like Gartner Group laud the VERIX approach as revolutionary and IDC calls us a company to watch.

VERIX Performance Guarantee

VERIX puts skin in the game. We don't just talk about Performance Management and optimization. We deliver it. VERIX customers gain an understanding of their business that others can only wish for. We uncover trends, opportunities and threats overlooked by even the most expensive Business Intelligence (BI) systems. We are so certain that your company will experience the VERIX Boost—a measurable improvement in your organization's performance – we will guarantee it. **VERIX: Performance Improvement for the Competitive Edge.**