

INSIDE PHARMACEUTICAL

Analytics That Delivers One View Of Sales, Marketing, Financial & Operational Performance For Easy-To-Use, Timely Intelligence

Using business intelligence software and data management techniques are well practiced within pharmaceutical companies all over. The challenge however is the resource intensive nature of this reporting, the inability to provide in one dashboard a consolidated view of performance incorporating varied third party and internal data sources and delivering intuitive analysis that's also simple to use.

Inside Info helps leading pharmaceutical companies see and understand their business data to improve operational and financial processes. Inside Info are pure, best-of-breed analytics specialists. Since 2003 we've been working with many life sciences companies including Abbott, MSD and Mundipharma, while also serving in excess of 100 clients developing successful enterprise business intelligence dashboards and reporting solutions.

We specialise in in business analytics and reporting applications that are highly visual, affordable, fast to deploy, simple to use and easy to change.

Make Every Decision Count

Inside Info offers the full spectrum of business analytics software and services including licensing, scoping, design, development, integration, training, project management and support services for the leading Qlik and Microsoft business intelligence platforms. Inside Info can help provide:

- **A one-screen view of all the facts** ensuring cross functional visibility, integrating sales and marketing, R&D, supply chain, production, practitioner and other third party data like IMS so you have a clear view of operational performance.
- **Salesforce analysis:** Shift from simple salesforce automation to knowing how to target the current

attitudes, requirements and behaviours of healthcare providers and consumers. Improving physician profiling and segmentation and tracking real-time sales and campaign performance.

- **R&D analysis:** Focus on projects that deliver the highest value and best corporate fit, accelerate clinical trial processes and regulatory approvals, simplify data exchange for complex trials.
- **Supply Chain analysis:** Increase collaboration with customers and partners, improve visibility into inventories at distributors and major pharmacies and reduce stock outages, surpluses and operational costs.
- **Interactive financial & profitability analysis:** Tracking P&L views from the enterprise or individual cost centres, providing dashboard style profitability & compliance analysis across any area of the business including by project, product, customer, region or division.



Business Analytics That Delivers Results

Our business analytics pharmaceutical solutions provide:

- **Near real-time visibility into operations:** Instead of out-of-date reports. On-demand self-serve analysis of data, often replacing hundreds of OLAP based reports and empowering users to perform their own analysis reducing IT support by up to 90%. We provide both self-serve analysis, guided analytics, advanced analytics options, embedded analytics and reporting.
- **Sub-second query response on very large data volumes** into the hundreds of million records without losing transactional level detail, with data refreshing as often as your underlying source systems.
- **Ability to view information at a high-level, transactional-level and anywhere in between** in any path decided by the user, with no pre-defined drill-down paths. If you've got a business question, odds are you'll be able to answer it – you don't have to wait for another report. Easily consolidates data from any and multiple data sources.
- **Simple to use, available everywhere:** Access your dashboard from any device whether this be laptop, iPad, the web or your mobile device, with the same experience on each, being HTML5 compliant.
- **Available in the cloud or on-premise:** We offer a choice of deployment options depending on your needs for both the Qlik and Microsoft BI platforms.
- **Very fast implementation cycles:** A typical Qlik project for example is 30 days and is 53% the total cost of other BI solutions according to IDC. While adding in a new data source or building a new view of the data can be modified very easily within a few hours.
- **Our business analytics solutions are built on the scalable, enterprise class Qlik and Microsoft business intelligence platforms:** Both recognised as Leaders in analytics by Gartner in its 2018 Analytics Platforms Magic Quadrant.

What Makes Us Different

Inside Info was founded to bring the promise of analytics to a much broader group of people making it simpler, more engaging, affordable and rapid to deliver. For over 15 years our sole focus has been to help mid sized and enterprise businesses use data to perform as well as they possibly can, as Business Intelligence specialists. We have a proven track record of client success currently supporting over 100 clients nationally, having delivered over 600 BI projects. We can offer strength & stability as a provider with the flexibility & personal touch of a boutique partner. This track record has allowed us to build industry, business function and system templates based on the leading Qlik and Microsoft BI platforms that speed up data integration, application development & delivery.

We bring strong industry and business process expertise to your project that many cannot, with a strong foundation in applying analytics within the pharmaceutical sector. We can assist in complementing your existing inhouse resource, manage adhoc report requests or in the areas of analytics business requirements definition, business scoping, consolidating data sources, data integration, data management, BI application design, implementation and training services.

Inside Info launched Qlik to Australia in 2003, we're the top level Elite Qlik Partner and a skilled Microsoft Partner. Our BI practitioners each have 10+ years' experience to guide you along the way. So, if you're looking to become more data-driven and take your use of data to the next level, we'd love to hear from you.

