

The Pharmaceutical Industry's Prescription for Success

Transforming Data into Business Intelligence and Decision Support

Today, many pharmaceutical companies are at a crossroads. Will new regulations, fierce competition, and an explosion of generic options close the door on a decade of strong profits – or will forward-thinking companies thrive by deepening their understanding of customers and removing time and costs from the product commercialization process?

We believe the answer revolves around access to timely and reliable data. If companies can transform a gold mine of customer, clinical, cost, manufacturing, competitive, and regulatory data into a wealth of business insights, then a new era of prosperity is on its way.

A Teradata Solution is the Foundation for Business Intelligence

Until now, many drug company's attempts to transform data into business intelligence have proven costly and frustrating. Too often, hundreds, even thousands of

data marts provide too little detail in reports that arrive too late. Companies simply cannot respond quickly enough or directly enough to changes in the marketplace. Mergers and acquisitions, which demand that IT departments bring together data from disparate systems, only exacerbate the problem.

An enterprise data warehouse (EDW) from Teradata dramatically changes this dynamic. A proven solution in many other data-dependent industries, in the past year Teradata has turned its attention to pharmaceuticals. We've leveraged the intellectual property we established in the creation of other industry logical data models, such as finance, manufacturing, retail, and healthcare, to create a logical data model specifically for the pharmaceutical industry. A Teradata solution possesses the built-in functions necessary to meet the FDA's system compliance guidelines. And most prominently, we've forged partnerships with many of the platforms that are the foundation of drug companies' IT architecture, including SAP,[®] Siebel,[®] and Dendrite.

What can this mean for you?

- > Rapid ROI – and lower total cost of ownership – by eliminating the enormous costs associated with maintaining a vast array of data marts.



- > Information dashboards provide fast and secure answers to complex, ad-hoc queries across all lines of business.
 - Sales teams can truly understand physician prescribing behavior.
 - Researchers can evaluate more compounds, more quickly.
 - Marketing teams can invest wisely in high ROI programs.
 - Manufacturers can have a complete, real-time and transparent view into their supply chain.
 - Management can gain clear, up-to-the-minute views of the entire portfolio.

In fact, by bringing all your data together in one location, a Teradata solution ensures that all levels of your organization can glean reliable answers to your most pressing business questions.

Selected Teradata Customers

- > Bayer Health
- > Medco Health
- > Cardinal Health
- > Windber Research Institute
- > 3M

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Breakthrough Business Insights One Step at a Time

While full visibility across the entire enterprise is the long-term goal, we recognize that getting there means building on successes that fill immediate business needs.

Sales and Marketing Data Management

The physician remains your most critical customer, however, today's more educated consumer warrants your attention as well. The more sales and marketing staff know about individual physician profitability and behavior – and consumer/patient compliance and persistence – the better your staff can segment the market and target sales campaigns.

Teradata delivers a single, comprehensive view of physician activity by enabling rapid access to data that can include, but are not limited to:

- > Physician prescription data
- > Anonymous patient-level data
- > Payer data
- > Claims data
- > Sales rep detail and sample data
- > Call center interactions
- > Clinical trial participation
- > CME events
- > Conference and trade show participation
- > Use of the company website
- > Speaker bureau programs
- > Vacant territory coverage agencies
- > Other syndicated and survey data

A Unique Advantage: The SAP-Dendrite-Teradata Solution Center

Together with SAP and Dendrite (with its unique longitudinal database of pharmacy data), Teradata has established a next-generation pharmaceutical CRM solutions center. The solutions span the entire spectrum of applications across a wide range of platforms, from handheld and tablet devices to high-end enterprise servers. The offerings include business intelligence and end-user tools, sales force support applications, sales and marketing analytics, multi-channel campaign management tools, predictive modeling, and a detail-level integrated customer data warehouse.

Moreover, Teradata facilitates dramatic reductions in the time and effort needed to load third-party data as well as for integration with analytical software. The result is that your sales and marketing teams gain the flexibility to adapt to rapid changes in the market place and to better identify innovators, high volume *and* high potential prescribers, inappropriately treated patients, and the best opportunities for revenue growth.

Clinical Data Management

Reducing the costs and time associated with drug research and development depends on the ability of researchers to access detail-level data and collaborate across the enterprise. Doing so can lead to:

- > More accurate resource planning.
- > Complete process monitoring.
- > More precise budgeting.
- > Tighter financial control.

- > Robust document management.
- > Capture and reuse of knowledge.

But bringing together internal and external scientific data can be challenging, especially in an age of genomics and new-style licensing and partnership agreements. An EDW from Teradata can overcome that challenge and so play a critical role in addressing the pre-processing and data analysis problems that lead to things like false positives and false negatives.

It's also essential that clinical research managers have a thorough view of enrollment, cost, safety, and efficacy data throughout the trial process. This helps ensure the highest level of clinical safety and enables companies to conduct outcomes research earlier in the process. In turn, they can speed development where appropriate – or pull the plug before the investment outweighs the potential benefits.

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Manufacturing Data Management

Global pharmaceutical manufacturing operations cannot afford a partial and uncoordinated view of their supply chain because it robs them of the opportunity to properly negotiate with suppliers. With the total visibility that an EDW from Teradata provides, pharmaceutical companies can:

- > Draw from a single source for all vendors.
- > Remove significant costs from throughout the procurement process.
- > Adapt quickly to radio frequency identification (RFID) with its new levels of traceability.

Portfolio Management

For pharmaceutical executives, a real-time view of the entire business and the ability to drill down to the detail-level where

necessary are essential for effective strategic portfolio decisions. Through its ability to integrate all clinical and commercial data and facilitate the full range of today's analytics, an EDW from Teradata provides a significant competitive advantage. Activities such as cost benefit analyses and pharmoeconomic studies rely on this type of integration.

Moreover, a Teradata solution can help your company add competitive intelligence data and information about government regulations to the mix. Strategic business analyses, pricing and economic analyses, outcomes research, forecasting, and contingency planning all benefit.

In short, throughout the entire product commercialization process, companies feed and analyze data from many different

angles and directions. By tearing down unnecessary walls among data, a Teradata solution ensures rapid visibility to all the data you need to optimize management of your entire portfolio.

A New Era of Prosperity

It's a simple business equation. The current business and regulatory environment for pharmaceutical companies demands greater levels of efficiency in every aspect of the operation. This depends on data, but disparate data marts have not met the need.

An EDW from Teradata can help pharmaceutical companies like yours optimize the use of your data. Let us show you what we can do.

For More Information

To learn more about Teradata in the pharmaceutical industry and how we can help you build a better business for tomorrow, visit Teradata.com and request a contact from one of our industry representatives.

Prove It? An Invitation to the Teradata Benchmark Facility

For more than a decade, visitors have entered Teradata's San Diego Customer Benchmark Facility as "Doubting Thomases" and walked out true believers in the power of Teradata. We urge you to come and put us to the test with your own data and benchmarks. For more information, visit Teradata.com and request a contact from one of our industry representatives.

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