

Sales and Marketing Analytics Place Global Healthcare Company on Path to High Performance

A large, thick red arrow pointing to the right, partially overlapping the text "High performance, Delivered."

High performance. Delivered.

Summary

Motivated by intensifying competition, a global life-sciences company turned to Accenture for analytics know-how. Improved sales and marketing analytics are now providing insights with greater speed and efficiency, thereby providing a competitive advantage for the client's operations in Australia.

Client

The company is a leader in the biopharmaceutical industry. Providing therapies related to diabetes, the client markets products and services in nearly 200 countries.

Business challenge

The company's office in Australia faced interrelated challenges in 2011, notably:

- Responding to intensifying competition in the insulin market, with market-share implications
- Surmounting technical issues related to rollout of a management software platform
- Departure of experienced talent in sales and marketing analytics
- Quantifying links between business actions and outcomes

Company leaders turned to Accenture for analytics experience, and a demonstrated history of helping life-sciences companies pursue high performance. .



How Accenture helped

The project team began with a current-state analysis based on interviews, surveys, benchmarking and a maturity model. By overlaying an analytics model with end-to-end sales and marketing processes, the project team was able to rank opportunities and estimate added value from various projects.

Accenture recommendations included tactical quick wins (i.e., solutions that could be implemented using existing data and resources) and a long-term, strategic blueprint (i.e., scoping considerations to craft a new operating model for analytics). To supplement a shortage of human resources, Accenture provided seasoned marketing and sales analytics talent that hit the ground running.

High performance delivered

The client implemented Accenture's quick-win recommendations within 10 weeks, delivering measurable benefits in reporting and self-service capabilities. Automation of monthly marketing reports reduced report generation from three to four days to less than four hours. Improved accessibility of enterprise data enabled self-service analytical capabilities at the pharmacy level. The introduction of weekly dashboard reports—documenting sales calls and recent results—delivers insights at a glance, leading to faster business decisions and actions.

To pursue long-term gains, senior management approved Accenture's blueprint-phase recommendations, thereby spurring discussions of further investments in analytics capabilities. Accenture recommended the client extend its customer segmentation model, thereby refining the way it manages different groups of customers considering present and future value. The client is also using analytics to track sales force effectiveness, and evaluate the efficacy of marketing tactics by using a sales regression model.

The blueprint phase is giving the client reliable data delivered promptly, thereby enabling managers and executives to make better business decisions aligned with high performance.

About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with approximately 261,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research

on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$27.9 billion for the fiscal year ended Aug. 31, 2012. Its home page is www.accenture.com.

About Accenture Analytics

Accenture Analytics delivers the insights that organizations need to make better business decisions, faster. Our extensive capabilities range from accessing and reporting on data to predictive modeling, forecasting and sophisticated statistical analysis. We draw on deep functional, business process and technology experience to develop innovative consulting and outsourcing services for our clients in the health, public service and private sectors. At the intersection of business and technology, Accenture Analytics enables organizations to achieve the business outcomes that drive high performance. For more information about Accenture Analytics, visit www.accenture.com/analytics



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