PharmaCOMP™
The clean and simple way to gain control, standardise approaches and optimise your sales incentives process

International and local sales incentive plan execution made easy
Want an efficient, streamlined Sales Incentive Process?

Scalable, automated and elegant. PharmaCOMPTM is here.

The Problem
Life Sciences companies need ongoing robust and clear Sales Incentive Plans (SIP) to motivate their customer-facing teams and embed their desired professional behaviours. Set-up and support processes relating to the SIP are typically deployed both manually in-country and within client Head Offices. Key two-way collaborative processes including target setting, SIP set-up, calculation, approval and sign-off are facilitated manually in many cases, which places a large burden on resources in terms of time and effort. Manual processes often using complicated spread sheets can also create technical and operational issues, which add to delays in approving the plans, introduce errors and ultimately delay payments to the field teams. Version control and back-tracking on changes is virtually impossible to manage.

That’s where Data Intelligence comes in.
About PharmaCOMP™
Collaborate and manage your sales incentives process end to end. Interact with your SIP colleagues locally and globally.
PharmaCOMP™ has been engineered to automate the SIP processes “end to end” starting with plan set-up, including target setting, approval workflow, payment curves, bonus calculations and multiple stakeholder sign-off. Built in collaboration with International Pharma clients, PharmaCOMP™ has been designed for efficiency and clarity. The user interface is nothing short of beautiful, elegant and clean.

The PharmaCOMP™ solution includes auditing and tracking functionality to improve compliance, with the process ending at the country payment interface between PharmaCOMP™ and the client’s HR or payroll system. Developed in leading-edge Microsoft technology, PharmaCOMP™ provides a highly elegant, simple and clean solution to the entire SIP process.

Data from your analytics infrastructure can be flowed into PharmaCOMP™ using seamless interfaces ensuring that sales bonus payments are based on accurate and validated data. High degrees of automation ensure that the solution continues to deliver high performance.

Interfacing PharmaCOMP™ to Data Intelligence’s PharmaANALYTICS™ platform delivers further benefits in terms of joining-up the analytics and data infrastructure, including higher levels of automation, error checking and data consistency resulting in even less need for manual intervention.

What clients say about Data Intelligence:
“ Our previous data platform and reporting tools were based on old technology and prone to error. The flexibility inherent in Data Intelligence systems allows us to respond quickly to new business opportunities and challenges.”
Mike Hope, Sales Force Operations Manager, BMS UK
PharmaCOMPTM includes comprehensive workflow and task management functionality. This facilitates a cohesive approach to setting-up, approving, calculating and paying sales incentives throughout the stakeholder group wherever they are based around the world.

PharmaCOMPTM – the benefits

**Enhancing your business process efficiency**

Immediately after deploying and calibrating PharmaCOMPTM you will see enhanced business process efficiency. As well as providing a smooth, reliable country and region wide aligned solution, savings can be made by significantly reducing the time and money spent on SIP administration (by reducing dependency on manual processes and individuals). Plan submission protocols become standardised across countries and regions. Collaboration processes are streamlined and the cycle time to payment approval is reduced. The automated solution will also provide compliance and legislative requirements via improved logging and traceability. All inputs are validated delivering better data quality, reduced errors and increased efficiency. Technical issues will be removed or significantly reduced and countries are able to transition to a more efficient service based approach with clear KPI’s and supplier accountability. Disparate sales incentive management processes across and within countries are streamlined, standardised and optimised.

**Human error caused by uncontrolled or manual processes is eradicated**

Rules, controls and workflow dynamics are coded into PharmaCOMPTM to optimise the SIP journey from set-up through approval and onto payment. This all combines to deliver an efficient, reliable solution and peace of mind. Sources within the SIP domain have been quoted as observing as much as a 10% disparity on their incentive budget when using the traditional manual management methods. Given the size of the sales team incentive bonus pool this can quickly add up to significant amounts of wasted money. By using an easy to implement, fully serviced, automated, end to end solution these issues are immediately eradicated. As with all products from Data Intelligence, PharmaCOMPTM is backed by a comprehensive service package. The Software as a Service (SaaS) approach, backed by a SLA, ensures that the sales incentive scheme process is delivered on-time, every time.
Set your incentive plan parameters up by Brand, country and team. Manage your countries and brands in a consistent and structured way. Share best practices between affiliates.

Key features

PharmaComp™ streamlines and automates the following SIP related processes:

- **Target setting**
- **Plan template integration** (leveraging specialist provider IP as required)
- **Plan calibration and set-up**
- **Bonus scheme calculation**
- **Approval workflow**
- **Recording of actions, updates and tasks**
- **Sign-off from a configurable stakeholder universe**

Review each country individually in terms of their progress through the incentive process.

Track the sign-off process between stakeholders. Electronic PIN based signatures are utilised for security and simplicity. Full traceability is built in.

What clients say about Data Intelligence:

"We have found that the size and make-up of the DI organisation gives us the flexibility we need whilst also maintaining a solid core support team to deliver both continuity for the business as well as dynamism when needed. DI were selected as a best of breed solution from a wide range of offerings and in our opinion they are able to provide a market leading product and service in the field of BI services for the Pharma industry; as such I would whole-heartedly recommend them to anyone looking to improve their capability in this area."

I.S. Business Consultant, BI UK

What clients say about Data Intelligence:

"We knew we needed to change how business information operated and Data Intelligence brought the right combination of pharma industry experience and technical know-how to let us focus on driving profitability."

Jeff Hart, BI Manager, Daiichi Sankyo UK
About Data Intelligence

Data Intelligence specialises in sales and marketing software solutions and services for the pharma industry.

Our aim is to remove the pain from using pharma business information. Our solutions are designed to bring together fragmented sales and marketing data – wherever it comes from – to allow instant analysis and reporting.

We firmly subscribe to the view that Business Intelligence is a service, not just a system. So, Data Intelligence brings together decades of pharma industry experience, the latest Microsoft Business Intelligence technology and high standards of client service to meet changing business needs.

The result is a proven approach providing powerful Business Intelligence to meet the individual needs of pharma executives and deliver competitive advantage to our clients.