



Pharma CRM Fast Start

Absfront

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Summary

Industry Ready

- The solution includes both services and add-on designed to meet the requirements of the Pharma industry
- Designed based on best practices
- Supports Marketing, Sales and Service/Support
- Supports Product-, Marketing, Sales-managers as well as Key Account Managers, Sales Reps in the field and Backoffice



Proven solution

- The team at Absfront have 15+ years of experience from CRM solutions based on Microsoft Dynamics 365 for the Pharma and Life Science-industry
- Previously deployed in multiple markets
- Absfront Core Team Member awarded global recognition within the industry



Time & cost effective

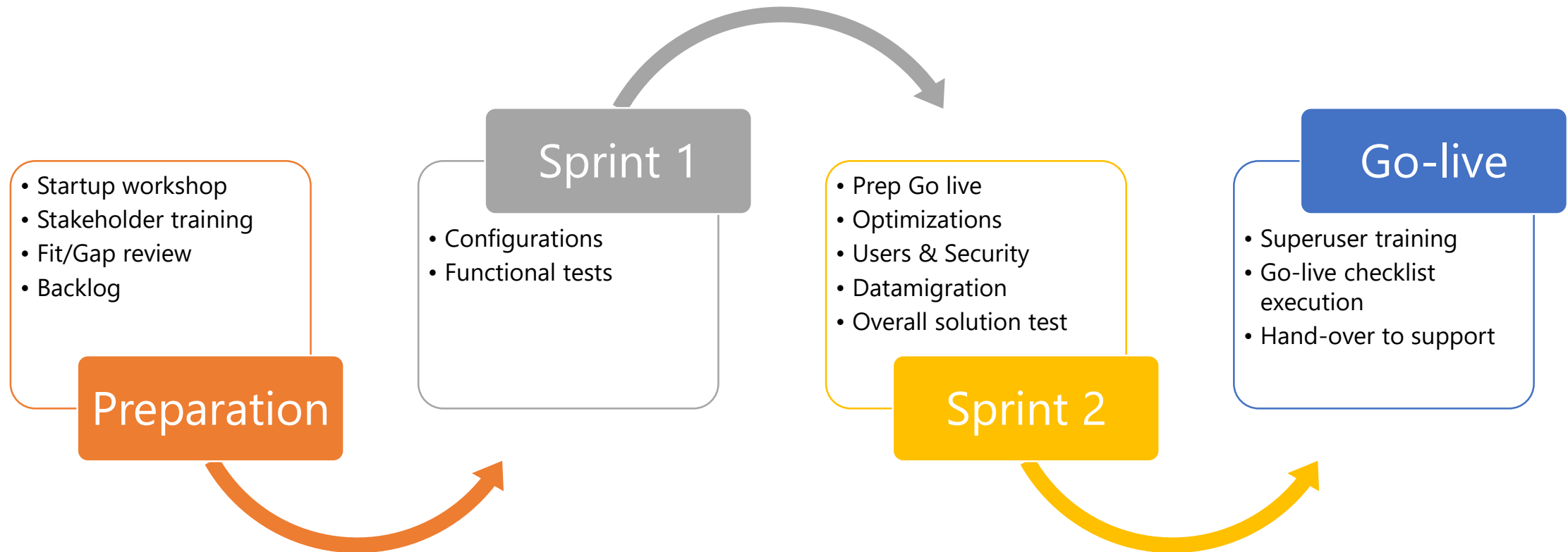
- Absfront Trade Sale 365-accelerator with 90%+ of required features
- Services delivered in a cloud based and compact workshop-format with two micro-sprints to meet specific customer requirements
- Delivered as fast as 6 weeks
- Robust support structure post deployment



What is Fast Start?



Fast start overview



A Fast Start-project is divided into four different steps in order to add agility while still maintaining the focus in order to implement the solution on time and on budget.

Typically a Fast Start project can be applied one business unit at the time with appr 10-100 users. Supportive documentation and approach has been inspired by Microsoft Dynamics Surestep Methodology

A Solution Designed for the Pharma Industry



RX- and OTC-processes in one solution



HCPs, hospitals & clinics



Pharmacies & drug stores



KAMs, Sales Reps & Product Specialists



Most solutions in the market have been designed to meet with the specific requirements of either RX or OTC-products. Modern Pharma CRM solutions requires a flexibility in order not only to meet the different market approaches to RX and OTC but also local legal requirements. Absfront Trade Sale has been designed to meet these requirements in one solution.

A solution that is not only SFA but CRM



Key Roles and seamless market development



Seamless integration of roles and market development



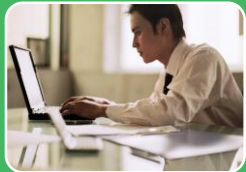
Product & Marketing Managers

- Brandplanning and analysis
- E-detail planning & loading



Sales Managers

- Business and Territory Planning
- Sales Force Management & Coaching



Key Account Managers

- Key Stakeholder Management
- Campaign Management



Sales Reps

- Action- and Route plan
- In field Sales Execution and E-detailing
- Sales Admin



Scope of Solution



What to expect from the solution offering

In Scope

- All Microsoft Dynamics 365 CE standard functionality
- Industry Specific Data Structure & Data Management
- Territory Management
- Sales Force Management
- Brands
- Action plans
- Campaigns
- E-detailing on all type of devices (off- on-line)
- Expense Management
- Sample Management
- Industry specific Dashboards
- Configurations of existing functionality
- Templates to import Accounts and Contacts

Out of scope

- Integrations with doctor data sources like Onekey
- Integrations with prescription data
- Integrations with ERP and/or Datawarehouse
- Custom built business logic
- Migration from existing CRM-solution

Key Deliverables & Benefits



Key Deliverables & Benefits

Key deliverables

- Fit/Gap overview Report
- Requirement Scope Report
- Training of superusers
- A fully workable CRM- solution based on Pharma industry best practices deployed in Microsoft Dynamics 365 cloud service

Benefit overview

- Improves End-user productivity
- Develop the business to improve income
- Reduces the Total cost of ownership

Fast Start Implementation & Costs



Cost overview

Services

Activity ▼	Calendar (days) ▼	Work (hrs) ▼	Cost (EUR) ▼	Sum EU ▼
Preparation	7	40	115	4600
Sprint 1	14	60	115	6900
Sprint 2	14	40	115	4600
Go-live	7	30	115	3450
Summa	42	170		19550

Licenses

- Licensing of Microsoft Dynamics 365 is analyzed separately.

The solution works with:

- Sales Enterprise
 - Sale Professional
 - Team Member
-
- Absfront Trade Sale Accelerator:
<https://www.absfront.com/products-add-ons/absalon-add-ons/absfront-add-on-subscription/#more-795>
 - Resco mobile (full off-line functionality):
 - Professional or Enterprise based on customer needs:
<https://www.resco.net/pricing/>

Contact Us



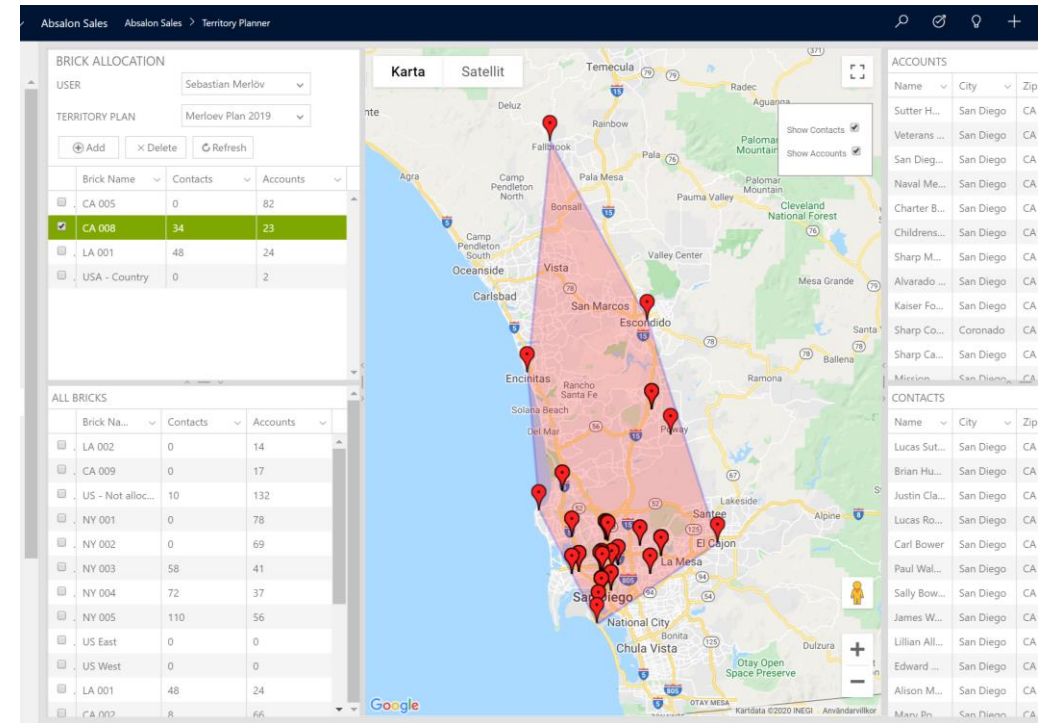
Contact us

*An online demo? Test-drive in your development environment? Talk to a specialist?
Want to know more?*

Send a request to:
sales@absfront.com

www.absfront.com

Appendix: Solution Examples



Solution Overview

Master Data Structure

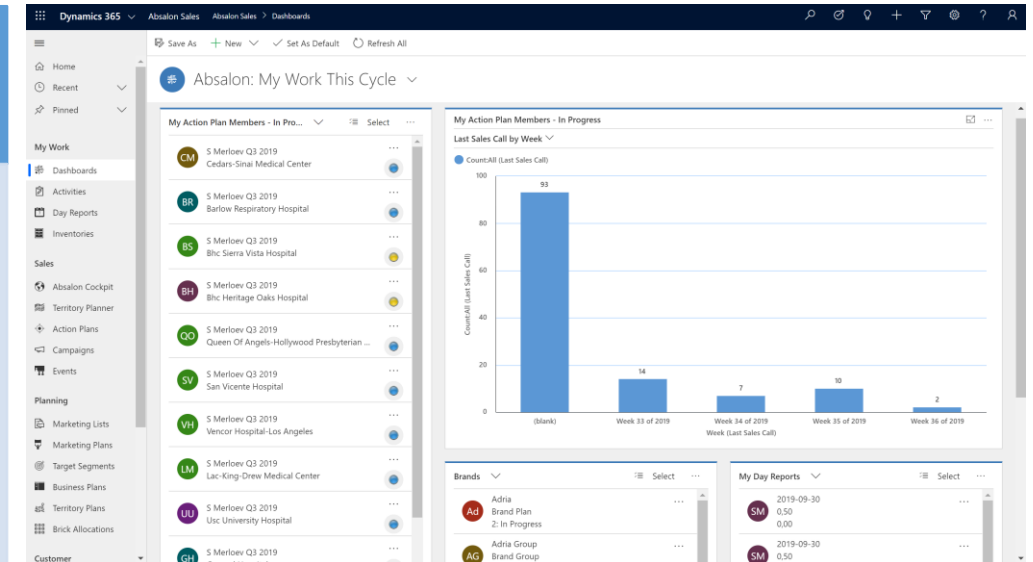
- Accounts & Contacts
- Bricks

Business Architecture

- Business Plan
- Territory Plan
- Brands
- Marketing plan
- Campaigns
- Action Plan

Key Features

- Territory Planner
- Calendar Cockpit
- Dashboards
- Sales Calls



Marketing Manager User Scenarios

Brand Management

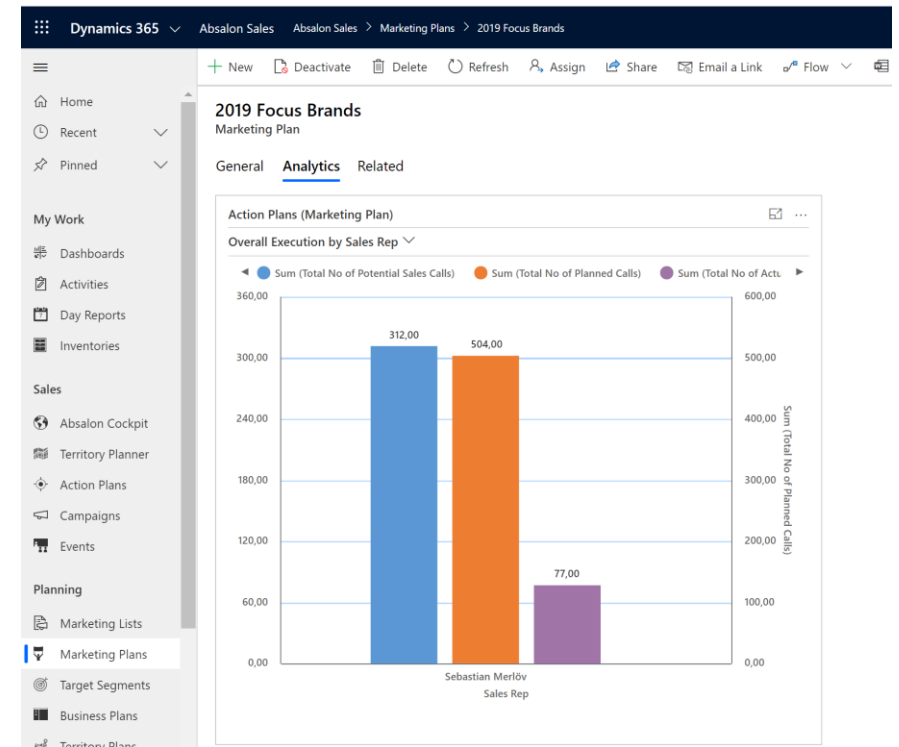
- Brand Creation
- Closed Loop Marketing Support
- Call Plan Support

Marketing plans

- Plan creation
- Follow up

Follow up and analysis

- Store Pictures
- Market analysis
- Investment vs Outcome



Sales Manager User Scenarios

Annual Planning

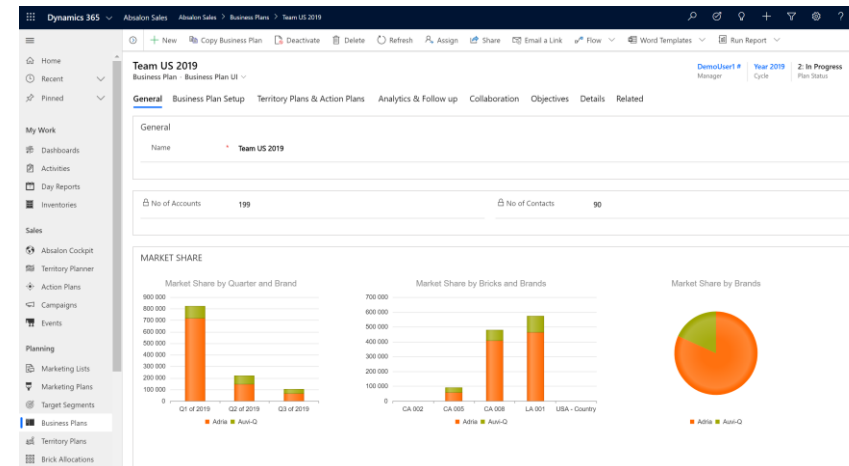
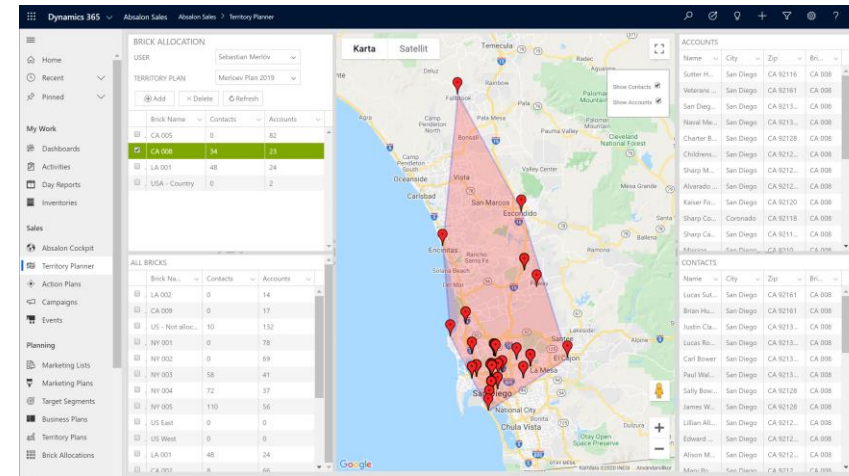
- Business Plan
- Territory Plan
- Bricks
- Territory Planner

Sales Cycle Planning

- Action Plan
- Sales Coaching

Follow up and analysis

- Review Sales Rep Activities
- Direct sales activities



Key Account Manager User Scenarios

Key Account Management

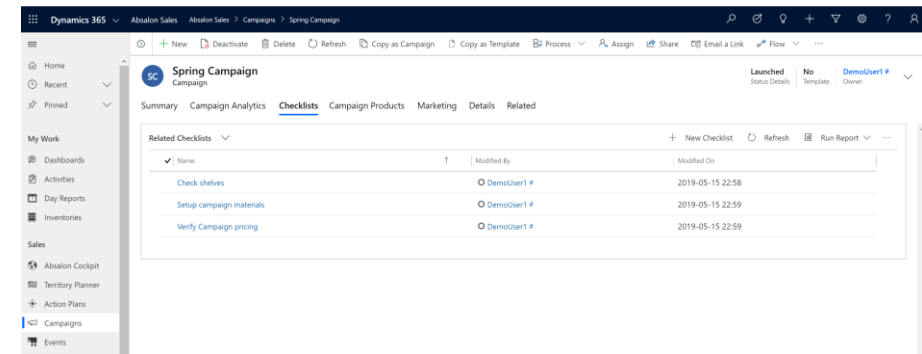
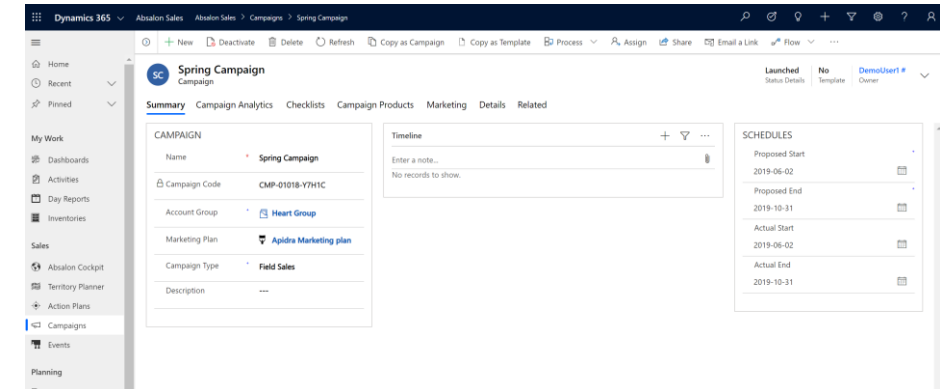
- Account Structures
- Account Plan
- Opportunity Management

Campaign Management

- Campaign Creation
- Follow up

Follow up and analysis

- Dashboards
- Campaigns



Sales Rep User Scenarios

Planning

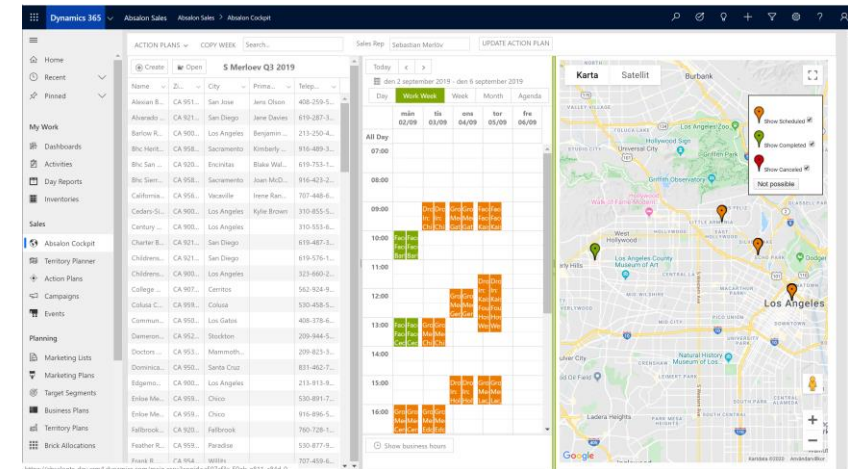
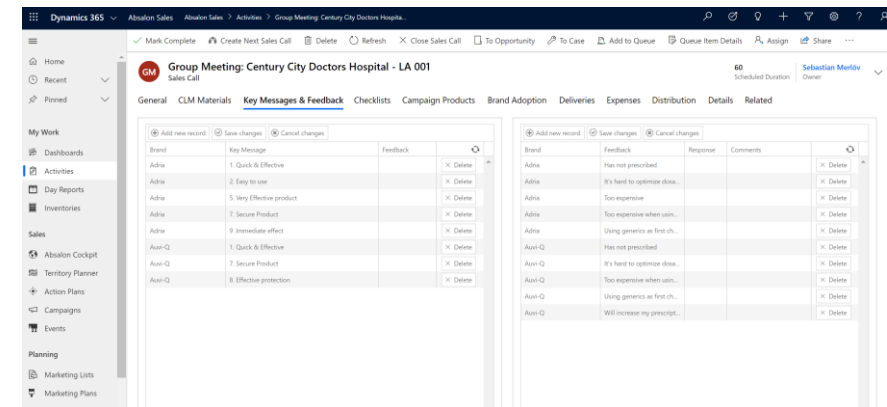
- Action plans
- Pre-planning calls & routes
- Inventories

In field execution

- Mobile on/off-line call reporting
- Campaign follow up
- Store check
- Checklists etc

Follow up and analysis

- Dashboard
- Territory & Sales Cycle follow up

The screenshot shows the Dynamics 365 Sales Cockpit interface for a sales call. The top bar indicates the call is 'Mark Complete'. The main area displays a feedback form for a sales call titled 'Group Meeting: Century City Doctors Hospital - LA 001'. The form includes sections for 'General', 'CLM Materials', 'Key Messages & Feedback', 'Checklists', 'Campaign Products', 'Brand Adoption', 'Deliveries', 'Expenses', 'Distribution', 'Details', and 'Related'.

Brand	Feedback	Response	Comments	Actions
Adria	1. Quick & Effective			X Delete
Adria	2. Easy to use			X Delete
Adria	5. Very Effective product			X Delete
Adria	7. Secure Product			X Delete
Adria	9. Immediate effect			X Delete
Adria-Q	1. Quick & Effective			X Delete
Adria-Q	7. Secure Product			X Delete
Adria-Q	8. Effective protection			X Delete
Adria	Has not prescribed			X Delete
Adria	It's hard to optimize doses.			X Delete
Adria	Too expensive			X Delete
Adria	Too expensive when using...			X Delete
Adria	Using generics as first ch.			X Delete
Adria-Q	Has not prescribed			X Delete
Adria-Q	It's hard to optimize doses.			X Delete
Adria-Q	Too expensive when using...			X Delete
Adria-Q	Using generics as first ch.			X Delete
Adria-Q	Will increase my prescript.			X Delete

Sales Admin User Scenarios

Other

- Sales Cycle
- Day reports
- Inventories
- Expenses
- Master Data Management

