

SAS unveils first CRM solution for pharma via ASP

Submitted by: Golin

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SAS helps pharmaceutical companies optimise direct-to-consumer marketing campaigns

SAS, the leader in business intelligence, has announced the release of IntelliVisorSM for Pharma, an application service provider (ASP) solution designed for pharmaceutical companies who want to understand and optimise the effectiveness of their direct-to-consumer advertising while minimising project risks and technology costs. This new ASP solution follows SAS' June 2001 introduction of IntelliVisor for Retail, which helps retailers improve Web site return on investment. With more than 20 IntelliVisor customer sites already running, this ASP business model has proven its ability to deliver rapid return on investment.

IntelliVisor for Pharma delivers quick returns. In as little as two weeks, IntelliVisor begins analysing masses of complex e-business data. Decision makers receive daily reports containing the information they need to field test-marketing programmes efficiently, fine tune campaign strategies and improve customer knowledge. Already in use by early adopters, the new ASP solution is helping pharmaceuticals build stronger brand awareness in targeted consumer segments.

The pharmaceutical industry is a highly competitive global market. Companies expend enormous amounts of time and money in bringing new drugs to market. According to Tufts University's Centre for the Study of Drug Development, it costs an average of 2 million over 12 years to develop a new drug. With the dramatic increase in the number of online users accessing health care information online, the Web is the ideal venue for capturing data about consumer segments in order to understand behaviour. The difficulty lies in assimilating and making sense of this massive quantity of Web data. IntelliVisor synthesises large volumes of disparate consumer data across channels, business functions and customer contact points to help decision-makers understand and predict consumer segment behaviours. IntelliVisor then helps these executives and managers identify and affect the key metrics to improve new drug marketing strategies and brand awareness in targeted consumer segments.

"IntelliVisor's powerful analytics and rapid start-up are a winning combination for pharmaceutical companies needing to speed adoption of new brands and gain a competitive advantage," said Jim Davis, senior vice president and chief marketing officer at SAS. "For pharmaceutical companies, IntelliVisor returns come from understanding how viewing TV ads, banners and print ads increases the likelihood to

visit a recommended pharmaceutical Web page for more information, and talk with the physician about the drug, request a prescription, and get the new prescription filled. IntelliVisor helps its clients uncover and leverage those important consumer insights."

"SAS IntelliVisor for Pharma embodies 25 years of pharmaceutical experience. The FDA recognised that expertise in pharmaceuticals when it named SAS as the standard for companies to present electronic submissions for new drugs. As part of a 1999 FDA effort to automate major portions of the drug development and approval process, SAS became a critical part of speeding up the delivery of new, more effective drugs to patients in need," said Bob Moran, research vice president and managing director of the Aberdeen Group. "IntelliVisor for Pharma is a logical new offering for SAS and a significant benefit to companies that compete on a brand level."

Each day, IntelliVisor customers supply e-business activity data over an encrypted and secure link to SAS. IntelliVisor adds this daily data to a secure data warehouse, hosted by SAS and fuelled by the computing power of technology partner Compaq. From the SAS data warehouse, IntelliVisor produces daily reports on Web page hits, bytes transferred, browsers used and many other activities. IntelliVisor's sophisticated analytics reveal what factors have the most impact on business success. After these factors are identified, they can be closely monitored via a strategic framework that shows the pharmaceutical company how well it is meeting strategic objectives each day. IntelliVisor also provides a daily report of how current marketing results compare to expectations. IntelliVisor comes with a 99 percent uptime service level warranty.

About SAS

SAS is the market leader in providing a new generation of business intelligence software and services that create true enterprise intelligence. SAS solutions are used at more than 38,000 sites - including 99 of the top 100 businesses on the Fortune 500 - to develop more profitable relationships with customers and suppliers; to enable better, more accurate and informed decisions; and to drive organisations forward. SAS is the only vendor that completely integrates leading data warehousing, analytics and traditional BI applications to create intelligence from massive amounts of data. For 25 years, SAS has been giving customers around the world The Power to Know(tm).

For further information, please contact the team at the SAS press office on:

Tel: +44 (0)20 7841 5738, fax:+44 (0)20 7240 1910 or e-mail
saspressoffice@webergroup.co.uk

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