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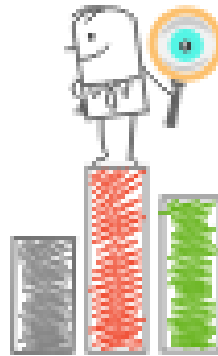
1.0 Background

Our SAN PHARMA SFA for Pharmaceuticals and Life Sciences business is comprehensive and helps companies in optimizing their relationships with physicians, chemists, hospitals and other healthcare societies. SAN PHARMA SFA's KOL management enables effectively building relationships with potential and existing KOLs to optimize collaborations and ensure real-time information is available to all relevant roles.

- In this age of myriad patents & pricing scrutinization, pharmaceutical companies are increasingly facing pressure to build stronger relationship management capabilities to help boost prescription share.

- In addition to demands for efficiency, quality and flexibility; pharmaceutical and life sciences companies are also required to simultaneously cut costs and improve standards of quality.

- Constant pressure prevails to shorten product development time and to introduce innovative products for customer's value.
- Delivery of superior value to shareholders and innovative healthcare to patients across the spectrum of products.

2.0 Challenges

- How to prioritize physicians based on influence & Rx habits?
- How to quantify physicians' perceptions about drugs?
- How to ensure optimum utilization of samples?
- How to segment chemists & hospitals based on consumption potential & growth prospect?
- How to optimize travel plans for sales teams?
- How to contain training costs in the face of attrition?
- How to record competitor steps to build business intelligence?
- How to track and prioritize complaints, including medical defects?
- How to provide real-time insights into key performance indicators with intelligent reports and dashboards for proactive follow-ups?

3.0 SAN PHARMA SFA SERVICES - Introduction

SAN PHARMA SFA in pharmaceuticals and life sciences has evolved from a workforce management application to a more customer-centric strategy and includes KOL management. Current investments in home grown systems and incumbent SFA vendors have failed to keep up with this new realization. There is a need to relook at these investments to ensure that SFA is more aligned with business needs.

Our SAN PHARMA SFA Services for pharmaceuticals and life sciences business provides a fresh way to look at simulating and managing growth. It brings to pharmaceuticals and life sciences best practices from over eleven industry verticals in one comprehensive offering.

In addition, our CRM software facilitates effective key opinion leader (KOL) management for Pharma and life sciences companies to ensure better relationships and quick access to critical information. To know more about SAN PHARMA SFA's KOL management, click here.

To learn more about SAN PHARMA SFA, contact a SAN PHARMA Expert.

3.1. More calls more collaboration.

With over 250+ customers worldwide, including top pharmaceutical companies globally, SAN PHARMA SFA is the leading web based SAN PHARMA SFA built specifically for the life sciences industry. Now pharmaceutical companies can better manage customer relationships and do more with less. More calls. More collaboration. More insights. More happy customers. More efficient and more parameterized. And the power to be enabled by technology – not limited by it.

3.2. Streamlines the end-to-end Sales Process.

A technology investment only pays off when your end users embrace it. SAN PHARMA SFA was designed with the end user in mind – a surprisingly novel approach. End users love SAN PHARMA SFA because it helps them do their jobs better. It simplifies even the most complex and time consuming tasks for them. From call planning and scheduling to call reporting, sample management and territory analysis, SAN PHARMA SFA streamlines the end-to-end sales process, so representatives can spend more time doing what they do best – educating the customer.

3.3. Built on a Single Integrated Platform

Collaboration across customer facing teams enables relevancy and consistency at every customer touch point. SAN PHARMA SFA's capabilities for each team are built on a single integrated platform, so data sharing and security are built in. Therefore, **only the right information is shared with the right sales team member**, giving each user the information they need to do their job effectively while remaining in compliance.

3.4. More Insight - Not Just Data.

The pharmaceutical industry has no shortage of data. For sales and marketing professionals, this should be a blessing but too often feels like a curse. Historically, companies have tried to leverage home office business intelligence tools for field users, but that subjected sales representatives to a data overload and reports that were neither relevant nor actionable. SAN PHARMA SFA allows both field sales and field management to access relevant reports that are available to view online and offline.

The SAN PHARMA SFA suite of products provides the right tools and capabilities for representatives to make the most of every interaction in the field. From exceptional planning tools and ==rich reporting functionality to built-in closed loop marketing on the mobile devices, each representative can spend more time effectively preparing and less wasting time at the customer site. More time executing on message and less time on mediocre calls==. And more time acting as a trusted advisor and less time being "just another rep."

3.5. Innovation for you.

As the industry changes, so does SAN PHARMA SFA. Because SAN PHARMA SFA is a true multitenant, web server based solution; we are able to continuously evolve our solution, and we do. SANeFORCE.com believes in rapid innovation cycles and, therefore, delivers new releases multiple times per year. So each customer has access to a steady flow of "automatic innovation," an asset that appreciates over time.

3.6. Real Business Value and Innovation.

Doing more with less usually means IT gets squeezed and is forced to spend valuable technology resources just to "keep the lights on." Because SAN PHARMA SFA is delivered in the web, many traditional IT tasks are no longer needed. No servers, no database tuning and no performance monitoring. It's all done for you. So you are free to reallocate precious IT resources to projects that deliver real business value and innovation.

In addition to reducing initial and ongoing technology tasks, SANeFORCE.com also saves you time and money on validation. ==SAN PHARMA SFA comes pre-validated for PDMA and 21 CFR Part 11==

Your organization will save on validation costs, implement faster and have a higher quality product in a low-risk environment.

4.0 SAN PHARMA SFA – MODULES

1. Daily Calls Report
- Competitor Potential analysis
- Customer wise Product Detailed / Sampled
- Customer wise Gift distributed
- Chemist - POB Product wise
- RCPA Updations
- Customer Support Matrix

2. Tour Plan(TP) Module
- Daywise / Routewise master TPs
- Monthly TP Approval & Deviations
- TP Deviation and Joint Work Alerts
- Daywise work Objectives
- TP based Daily Calls Report

3. Sample / Gift / Literature Module
- Sample and Gift Dispatch from Head Office
- Sample and Gift Issue to Customers
- Sample and Gift Status based on Field Force / Head Quarter wise
- Input & Output Ratio

4. Expense Statement Module
- SFC / Allowance Fixation
- Expense generation based on DCR
- Expense Controls and Approval
- Consolidated Expenses – Regionwise
- Auto Expense Calculation
- Sales Incentive Process

5. Campaign Tracking
- Multiple Campaign Creation
- Campaignwise Designation's Visit
- Campaignwise Sample and Gift Promotion
- Campaignwise Joint Work Visits
- Campaign Customer Visits and Sales
- Campaign Customer Sample & Gift Status

6. Target / Budget
- Qty / Value Fixation
- Target Vs Sales Cumulative

- Growth and Degrowth analysis
- Product wise / Value wise toppers

7. Primary & Secondary Sales "P&S"
- Stock and Sales statement
- Primary Vs Secondary Sales Analysis
- Stock Short Expiry
- Manager Cumulative Sales P&S
- Sales Graphs

8. Internal Mail
- Automatic Missed Calls-Alert(S)
- TP Deviation - Auto Message
- Territory Missed Coverage - Alert(S)
- Single Click Mail to All/MR/Manager
- Single Click SMS to All/MR/Manager

9. Product Quiz
- Generate Q & A from HO
- Automatic periodic Quiz to Field Force
- Consolidate Quiz Results
- Multiple Question Bank

10. Leave Management
- Leave Application, Approval to Manager
- Leave Status, Consolidated Statement
- Leave integrated with Daily Calls Report

11. Forum Module
- Post your Success stores,
- Medical updates
- Standard Document Storage
- Scientific Information and FAQ
- Post Your Success Stories, HR Polices

12. Customerwise CRM
- Customerwise Rx Entry
- Top Business / Product Customers
- Rx / Non Rx Visit Analysis
- Business wise Graph

13. Service / Sponsorship
- Sponsor Request and Approval
- Sponsor Vs Sales Track
- Sponsor Control System
- Integrated with Accounts

14. Business **Intelligence**
  - 3rd Party Software Integration
  - Uploading of Pay slips
  - Uploading of Primary Data
  - Uploading of Sample / Gifts

15. Territory Profitability
  - HQwise Business Vs Expenses
  - Measure of ROI
  - Regionwise Profitability
  - Top Profitable HQ

16. Mobile / SMS Reporting
  - Sending Callwise Report
  - Sending report through Mobile Devices
  - Compatibility with All Browser
  - Send the report using GPRS

17. Customer Profile
  - Updations of D.O.B. and D.O.W.
  - Customer Likes and Dislikes
  - Customer Hobbies and Preference
  - Social Network Details
  - Customer profile Survey Updations

18. Task Tracking
  - Assesing the Task to Field force
  - Reply to the Task
  - Pending & Completed Task
  - Evaluate the Task

5.0 SAN PHARMA SFA – Benefits "Empowerment of Sales Force"

  - Overview of costs incurred and helps in reducing calculation time.
  - Better call management in terms of quality and numbers
  - Reduced lead time between data capture and MIS reports
  - Transparent communication between subordinate and superior
  - Sales data capturing and analysis
  - User-friendly online SAN PHARMA SFA to make quick entries there by reducing field force workload.
  - Substantial reduction of avoidable expenses and over-heads
  - A database of all data entered by the sales force is used to generate MIS reports
  - Transparency in operations
  - Intelligent management of expenses
  - Wider coverage of Customers/Chemists/Stockist and control over sales force activities

- Quick and accurate data on market trends communicated to the management
- Impact of direct marketing activities on top Management
- Significant decrease in overheads including data entry, validation, and other office gadgets
- Improved product performance and Profit Center Analysis
- Avoid unnecessary follow-ups for all activities

- **Ease of use**
  SAN PHARMA SFA has a user-friendly and customizable web reporting User Interface. This allows the user to alter the fields according to rep, manager and admin requirements. Moreover there are detailed reports that help in collating and consolidating field and market information.

- **Cost-effective**
  SANeFORCE.com provides SAN PHARMA SFA at a very nominal cost, with No big investment, No charges for customization and maintenance. We also provide free in-depth product training and complete support thereafter.

The main activities of the field force will be entering data into the Tour Plan, Daily Call Report and Secondary Sales.

All data entered by the field force shall be posted into the database and relevant fields in the analysis structure to provide the MIS reports.

No duplication of work is required in analyzing sales rep field reports to generate MIS reports. This results in a huge saving of time.

6.0 SAN PHARMA SFA – Return On Investment "ROI"

SANeFORCE.com offers high performance Net Report, SMS Reporting, mobile enterprise solutions that transform business results by connecting and empowering field professionals. SANeFORCE.com customers are able to run their businesses faster, smarter and well... more using mobiles. These SANeFORCE.com Vantage based solutions leverage existing IT system investments and enable field staff to achieve extreme levels of productivity, accuracy and closure. Experience shows that the benefits realized from our highly optimized capabilities gives a return on investment that is typically measured in months not years. Our enterprise mobility solutions are developed across industry verticals including Life Science, Fast Moving Consumer Goods "FMCG", Retail and Over To Counter "OTC" Sales Force Automation.

6.1. Affordability & Pay Back Period

SANeFORCE.com **SAN PHARMA SFA** is available on demand and requires No hardware or software to buy, install or maintain which helps minimizing the Total Cost of Ownership and the Training, thereby saving as much as 90% compared to the other options.

SANeFORCE.com **SAN PHARMA SFA** features make it possible for a high success rate in deployment and dispense away with the unacceptable risks and protracted deployment.

6.2. Strategic Benefits

SANeFORCE.com **SAN PHARMA SFA**™ can also create competitive advantage. Here are some examples:

As mentioned above, productivity will increase. Sales team will use their time more efficiently and more effectively. The managers will also become more efficient and more effective. This increased productivity can create a competitive advantage in many ways, some are listed below:

o   Effective Complaint/Service call Allocation: Increase in revenue up to 20%

o   Resource Optimization : 30% efficiency increase

o   Increase in new sales: 22% by increasing ratio of selling time to non-selling time.

o   Increased Customer Satisfaction Index: Increase in total revenue up to 20%

o   AMC / Warranty Contract Management: Increase in renewal up to 50%

o   Field sales staff will send their information more frequently. Typically information will be sent to management after every sales call (rather than once a week). This provides management with current information, information that they will be able to use while it is still valuable. Management response time will be greatly reduced. The organization will become more proactive and more agile.

6.3.Provide a Competitive Advantage

It could increase ==customer satisfaction if used with wisdom==. If the information obtained and analyzed well with the system is used to create a product that matches or exceeds customer expectations, and the sales team can use the system to service customers more expertly and diligently, then customers should be satisfied with the organization. This will provide a competitive advantage because customer satisfaction leads to increased customer loyalty, reduced customer acquisition costs, reduced price elasticity of demand, and increased profit margins.

o   Improved operational transparency and expense management
o   Better coverage of Customers/Chemists/Stockist and control over field force activities.
o   Accurate and timely information on competition and market trends to the top management
o   Impact of direct marketing activities on top Management
o   Substantial reduction in Overheads, viz. Phone, Printing, Fax, Courier, Data-entry & Validation
o   Better Product Performance and Profit Center Analysis This will eliminate unnecessary follow-ups for all the Activity

7.0   SAN PHARM SFA – REPORTS

Features for Management
- Daily MR Report (Consolidated – DART)
- Daily Order Booking
- Expense reports
- Samples sent/received reports
- Prescription Analysis report
- Exporting reports to MS Excel for further analysis

Features for Storekeeper
- Details of samples sent to MR
- Monitoring status of samples sent to MR
- Communication within the organization
- Exporting reports to MS Excel for further analysis

Features for Medical Representatives
- Contact Management
    - Customers
    - Hospitals
    - Chemists
    - Stockist
- Daily Reporting
- Order Booking
- List of Samples received

- Expense recording
- Prescription Analysis
- Tour Programmes
- Viewing Reports
  - Daily Call Reporting
  - Order Booking
  - List of Samples received
  - Expense recording
  - Prescription analysis
  - Tour Programme
- Communication within the Organization
- Exporting reports to MS Excel for further analysis

General Features
- Contact details of:
  - Customers
  - Hospitals
  - Chemists
  - Stockist
- Employee database along with reporting structure
- Product details along with price list
- Organization location details like Patch, Area, City, State & Region.
- Allocating the Patches, Areas to different MRs.
- Communication within the organization
- Exporting reports to MS Excel for further analysis

8.0 SAN PHARMA SFA" - Benefits to medical reps

i. Instead of writing various sales reports and/or call sheets, your sales people can fill-in their action taken and next plan of action on a user friendly web form. This saves time.

ii. Rather than printing voluminous reports and taking/ sending them to the sales manager, medical reps can use the internet to transmit the information. This saves time.

iii. Instead of waiting for paper-based sales-prospect lists, and sales-support information, they will have access to the information when they need it. This could be useful in the field when answering prospects' queries.

iv. The additional tools could help improve sales team morale/ motivation level by reducing the amount of record keeping and/or increase the closing rate. This could contribute to a virtuous spiral of beneficial and cumulative effects.

v. It can be used as an effective and efficient training device. They provide sales team with product information, make available

standard sales document without having them to waste time in
looking for the same.

9.0 SAN PHARMA SFA - Benefits to the Manager

    i.   The Manager can find out whether their Field Force has met their allocated Customers as per the Standard Daywise Plan and Tour Plan.

    ii.   The Manager shall receive important and urgent information through e-mails or SMS.

    iii.   The Manager can View, Modify and Approve the Tour Plan of the Field Force, and accordingly they can plan their Tour Plan Effectively.

    iv.   Helps better interaction through Internal Email with the Field Force and head office.

    v.   Automatic reminder for Customer Date of Birth and Date Wedding.

    vi.   In short, it enables a healthy and strong coordination between the Manager – Field Force and Management. This enables better growth and progress of the Business.

    vii.   Field Force will be able to deactivate a Customer from the Customer Master with the Approval of Concern Manger and the Head office.

    viii.   The Manager could post their Clarification related to Product, or Clarification from any Customer, can be Posted through the Forum Management. The Reply by the Product Manager / Marketing Co-ordinator can be viewed by all the Field Force. This Facility will enable better Knowledge Sharing and this will avoid unnecessary Phone calls etc.

    ix.   The sales manager, rather than gathering all the call sheets from various sales people and tabulating the results, will have the results automatically presented in easy to understand tables, charts, or graphs. This saves time for the manager.

    x.   Daily activity reports, information requests, orders booked, and other sales information are available for instant access to the managers instantly, allowing him/her to respond immediately with desired advice/ feedback. This gives management more hands-on control of the sales process if they wish to use it.

    xi.   Facilitating marketing data: location wise, product wise, industry/ segment wise, regional / branch wise as well as for specific individual

xii. Tracking the productivity of their sales force by combining a number of KPI like PoB Taken, Call Average, Coverage of Customer, Secondary Sales, Target vs. achievement,

10.0 "SAN PHARMA SFA" - Benefits to the Management

i. Customization in tune to the requirement of the Management.

ii. Enables better control and administration with regular updated information.

iii. The Manager shall have information about their Field Force Activity and Tour Plan.

iv. It has Internal Email System; all correspondence can be communicated through e-mail.

v. The Management shall be able to review the performance of Field Force in a more systematic manner to enable rewarding performance.

vi. Enables optimum utilization of the resources available.

vii. It enables the staff/management to save time on paper work and dedicate more time in creating a conscientious future generation.

viii. It is a foolproof solution – The data shall be intact and secured.

ix. Click of your mouse – get all information.

x. Investment on the side of Management for

- Application Software
- Backup Server

✔ No additional Costs for Upgradations/Improvements made to Software due to Technological advancements.

✔ No Running Costs on

- Salaries for persons operating the systems
- Regular web-posting
- Web-space charges
- AMC Charges
- Maintenance etc.
- Printing Charges

- Courier Charges
- Fax Charges
- Telephone Charges

11.0 "SAN PHARMA SFA" - Major Reasons to Use SANeFORCE.com:

Reduce Business Workflow Problems through Business Automation

SANeFORCE.com SAN PHARMA SFA is specially designed to automate complicated business process workflows and functions. With automation, it reduces communication breakdown processing time and administration cost so that you can have better focus on your daily business activities.

Maximizing Revenues through Better Sales Efficiency & Customer Servicing

SANeFORCE.com SAN PHARMA SFA provides the easiest way to process and monitor your daily calls activities in the most efficient manner that can allow you to improve sales performance. It also provides powerful CRM (Customer Relationship Management) features that can improve customer satisfaction and thus improving customer retention rate.

Analyze Your Business Effectively through Powerful Reports

SANeFORCE.com SAN PHARMA SFA provides the most efficient way to integrate all the information related to your business and customers that can help you to make critical business decision. You can easily generate powerful reports and charts for any business analysis.

Reduce Operation Cost

A typical solution with SANeFORCE.com Pharma SAN PHARMA SFA has proven to help businesses to save communication overhead, information processing and administration cost through effective business automation and paperless technology.

Decreasing Cost of Deployment & Maintenance

Compared to conventional solution, SANeFORCE.com Pharma SAN PHARMA SFA suite is a 100% web-based service that is most ideal and cost-effective for multi-users and distributed network environment.

Benefits

- Online information distribution via the Internet
- Cost savings in reducing hardcopy distribution
- Information consolidation
- Easy to use, minimal learning

12.0 SAN PHARMA SFA – SUPPORT SERVICE

Most organizations decide to procure software products only after a careful analysis on product features, relevance to current as well as future business, ability to fill business gaps, positive impact on the top-line, savings to the bottom-line, and also its ability to complement overall organizational goals. However in reality, few organizations are able to leverage the complete benefits of a software product despite their meticulous buying process. The key issue behind this problem is the difficulty in 'Adopting' a new solution. If a technology partner fails to translate the value behind a technology solution to customer user groups, there is a high possibility that organizations may not be able to reap the real value of the solution.

As a seasoned technology partner, we understand that our commitment to deliver a holistic reporting solution does not just end with hosting and implementation, but also includes nurturing your business to ensure complete acceptance of the solution. To make this happen, we have come with a 360 degree support model. called 'Triport'. Triport model help your employees understand, appreciate, familiarize and utilize the Pulze application completely.

12.1. TRAINING SUPPORT

The first step towards a successful 'Adoption' of any solution is Application Training. We will provide comprehensive end-to-end training to your users. Training can be done on your premises or online. Our training material that includes videos that can be watched at your convenience and provides detailed insights into the application.

12.2. USER SUPPORT

Medical Representatives (Field Force's) can face problems with the application while they are on the field. We understand the importance of assisting them while they are out on the field meeting with customers. To do this, we have a dedicated user support team who can work directly with your Field Force's. The team can be reached over the phone or email, and they will be available to sort out any issues. Additionally, the Field Force's can also avail training on any particular application module or functionality at any time using our training videos and detailed training material.

12.3. IMPLEMENTATION SUPPORT

This involves setting up your data in the application allowing you to roll it out within your organization. Our services include loading data in the application, initial configuration and User Interface customization. We estimate this to be a 3 week effort.

12.4. SUPPORT STRUCTURE
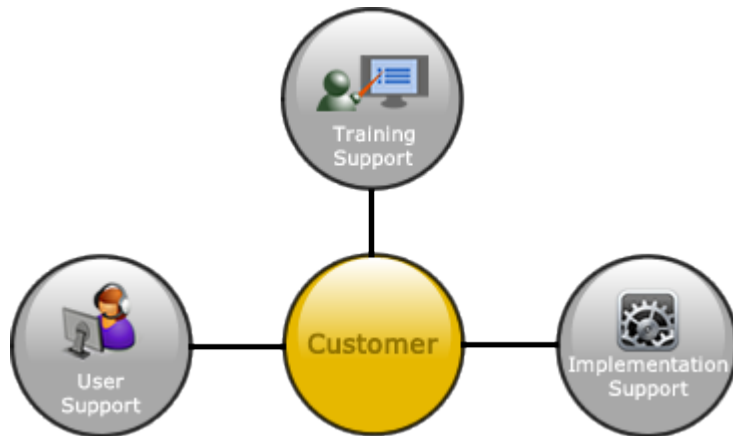
13.0 WHY SANeFORCE.com SaaS is BEST?

SaaS BASED (Present)	OWN SERVER @ your end – Out Rate Software
Everything will be completely handled by us.	
1. 24/7 customer support	1. Out rated software rate(Initial cost)
2. Free training to all field force	2. Server Administrator salary = Rs.Xxxx per month, Also he should have knowledge of server OS, Networking, Data abase architect etc.,
3. Free OS maintenance	
4. Updated Database Architect maintenance	3. Internet lease connection per month will be Rs.xxxx/-
5. Free customisation time to time	4. Electricity bill charge per month would be approximately Rs.xxxxx/-
6. Dedicated server	5. One time bulk charge to purchase OS, DB & software
7. Dedicated Bandwidth	
8. 128 bit SSL encryption security	6. Time to time purchase of Antivirus updation software per month will be around Rs.xxxxx/-
	7. For Support and customization you have to pay Rs.xxxxx per month(if needed)
	Total Rs. xxxxx per month, you have to spend.