NTT DATA

Trusted Global Innovator

PRESCRIPTION ANALYTICS SOLUTION

DEEPER MARKET INSIGHTS
BETTER PLANNING
FOR GROWTH

SAP
Global Partner

WHAT IS IT

The comprehensive, data-driven solution for pharmaceutical and life science businesses. Helping them gain better market insights on product performance and market placement, leading to improved planning decisions, delivering real competitive advantage. NTT DATA's Prescription Analytics solution provides accurate views of the market, customized to the needs of individual companies and different roles. With in-time insights, driven by accurate, real-world data, improving decision quality and business outcomes.

THE BUSINESS CASE

The market for pharmaceutical drugs is changing at high speed, with cycle times accelerated, for every action from drug development to testing to market entry. Decision-makers need accurate, timely insights at every stage, covering every relevant view and every significant marker. That's how they can measure market demand, the changing roles of different outlets, relationships between prescribers, patients and retailers, and the relative success of specific formulations.

NTT DATA's Prescription Analytics solution presents detailed insights in the form individual users require, based on the most current data available in the market. Users can specify and customize their dashboards to give them the views they need, enabling them to test options for marketing, sales, targeting of consumer groups. That makes it possible for them to develop plans that are accurate, well-informed and provide reliable foundations for successful action.

Prescription Analytics connects your own corporate systems and the raw data gathered in the market. It automates the processes needed to make basic data suitable for your exact needs. That cuts out the need for IT engineering and configuration, providing significant cost and time-saving benefits.
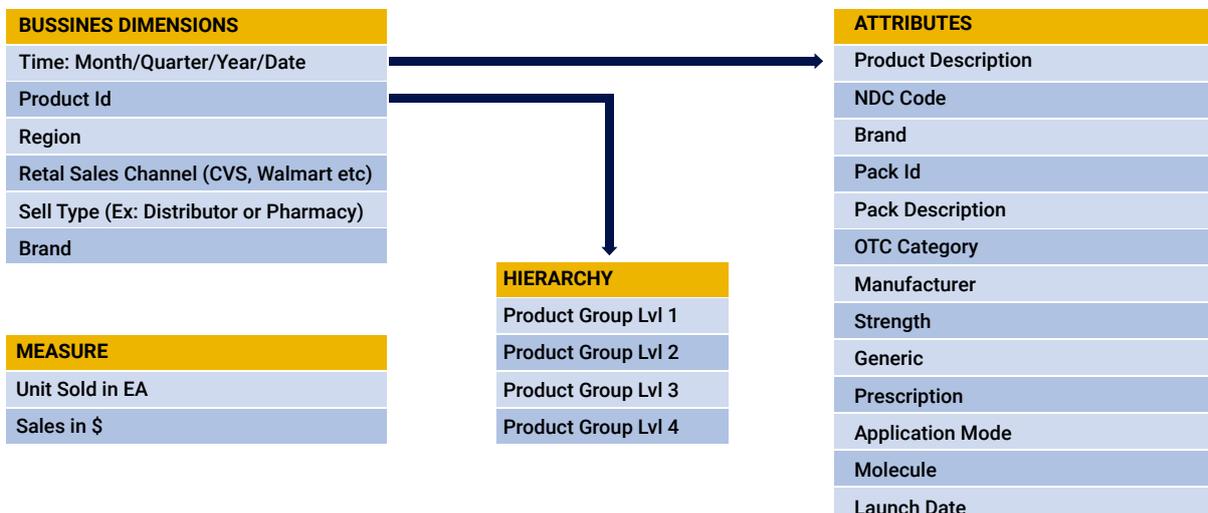
SPEED AND VALUE

Prescription data is collected by data collection vendors from retailers, pharmacies and other medical providers in different geographies across most national markets. The data is then sold in the form of a long-term subscription. IQVIA is leader in this field, with its National Prescription AuditR product.

Based on SAP Analytics Cloud (SAC), NTT DATA Prescription Analytics provides pre-configured content, comprising ready to use visualizations and data layer. The solution is ready for fast implementation, without the need for extensive IT engineering or specialist integration work, and provides valuable insight to key decision makers in your organization.

Prescription Analytics can be deployed within a customer's own existing SAP SAC environment at high speed and with no disruption. This enables detailed analytical review and planning activities to start without delay, once the decision to invest is made. The solution is based on a well-defined and periodically updated Data Model, which sets out the key data dimensions to be covered and analyzed.

- The Data Model defines the parameters to be measured on a continuous basis, providing the rich data flows needed to keep customer dashboards always current.

- It's supported by the Product Master Data Dimension Model, which enables scrutiny of an individual product, identified by unique product code/ID.

- This includes product group hierarchy and attributes covering everything from launch data to molecule, and from brand to pack size.

- It contains all necessary codes and regulatory information, delivering insight directly to user dashboards, based on customer specifications.

Prescription Analytics Data Model- top level view

BUSSINES DIMENSIONS
Time: Month/Quarter/Year/Date
Product Id
Region
Retal Sales Channel (CVS, Walmart etc)
Sell Type (Ex: Distributor or Pharmacy)
Brand

MEASURE
Unit Sold in EA
Sales in $

HIERARCHY
Product Group Lvl 1
Product Group Lvl 2
Product Group Lvl 3
Product Group Lvl 4

ATTRIBUTES
Product Description
NDC Code
Brand
Pack Id
Pack Description
OTC Category
Manufacturer
Strength
Generic
Prescription
Application Mode
Molecule
Launch Date

NTT DATA

Main Features

Insights delivered via four basic dashboards, customizable to individual company and user needs.

- **Product:** drug detail, levels of generic penetration in the specified market, search by granular criteria, including molecule and patient need.

- **Market:** enabling planners to see size in volume and monetary value, key trends, major retail outlets, including growth or decline in market share.

- **Competition:** everything from direct competitors to those occupying similar spaces, with analysis of products, performance, growth trends and related activities.

- **Planning:** scenarios, through sales forecasts by product, portfolio and market growth options, with comparisons of planned and actual sales.

How It Works

NTT DATA Prescription Analytics offers four basic views of the data, which they can configure to their own needs. Specialists can access the insights they require to build reliable action plans, based entirely on this data.

The product view dashboard shows how analysts and planners can search the market by medical need, molecule type, drug type, prescription need, brand, generic equivalents and retail channel. They can see how their company's product performs within a specific geographical market, based on a very broad range of criteria.

Top-level dashboard menu options
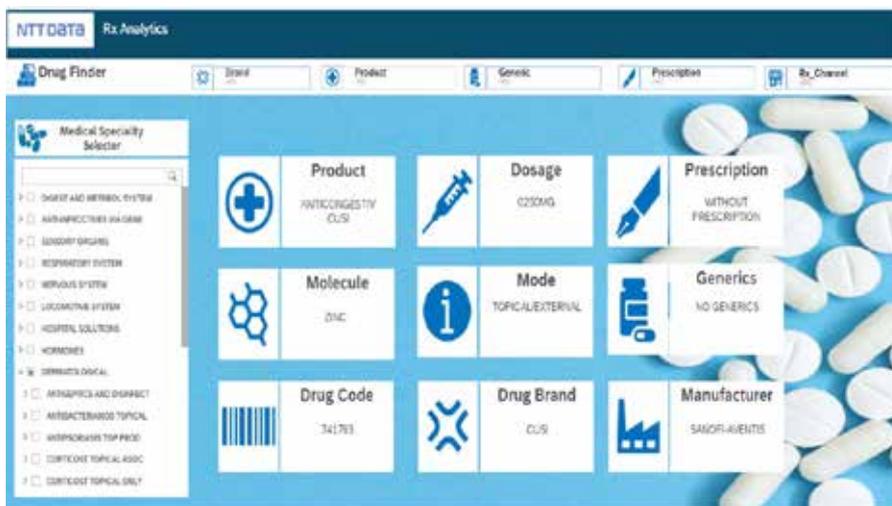
Insights can be supplemented by detailed analyses for product sales, market share and retail performance. Analysts and Planners can review the market for performance by relevant competitor products, making in-depth comparisons about market appeal, success in different sales channels and acceptance by prescribers and public, alike. Prescription Analytics enables analysts and planners to understand market dynamics in great detail, while testing for how changes in go to market policy and investment might alter performance levels, as shown below.

Market Share dashboard

The Planning dashboard enables more effective planning within product and business development. Planners can place their own portfolio of drugs within the context of specific market segments, enabling them to alter parameters and reset or alter plans to see how different options will impact on market performance.

Planning Dashboard, indicative view
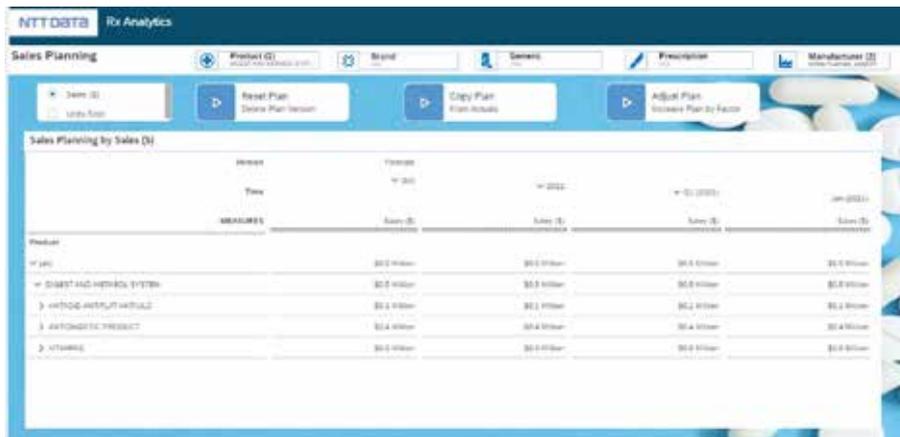
This approach enables faster and more accurate options testing, and that means recommended decisions are likely to be more detailed, better thought through and ultimately will lead to improved outcomes.

Use case 1: CHANNEL MANAGEMENT

Differing retail patterns are making it hard to understand which channels to market will be most effective in the next few years. Prescription Analytics enables planners to identify trends revealing growth or decline in different local pharmacies, pharmacy chains and general retailers, informing future investment decisions. It is also possible to view the factors affecting these changes, further improving insights for decision-makers.

Use case 2: TRACKING GENERICS

Owners of branded products can monitor the arrival and development of bio-similar products from generic producers as it happens in any market, including relatively small regional territories. Acceptance, pricing and relationships with medical professionals can be defined and measured, enabling more effective responses.

Use case 3: NEW MARKET ENTRY

As more innovative business models emerge in the Life Sciences market more generally, Pharmaceutical companies need to measure and analyze risk in more detail and with greater accuracy. When considering a new venture, from entry to a new geography to a joint venture with a lifestyle or medical device business, it is vital to know how specific market entry scenarios will play out. Prescription Analytics enables planners to identify and quantify the factors that may impact on their own strategic decisions, leading to lower risk and faster time to profit.
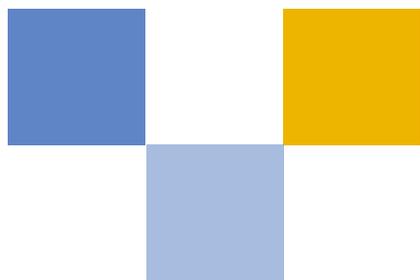
BENEFITS

Insights delivered via four basic dashboards, customizable to individual company and user needs.

- Permits more detailed, up to date and accurate planning.

- Better decision-making for prioritizing market outlets, products and competitor actions.

- Easy to use, no upfront investment.

- Fast deployment, based on pre-built data model to deliver benefits quickly.

- Highly customizable design, enables users to define their exact requirements.

- Faster market entry enabled by high speed, low risk approach.

- Supports scenario testing, as users alter parameters at a click.
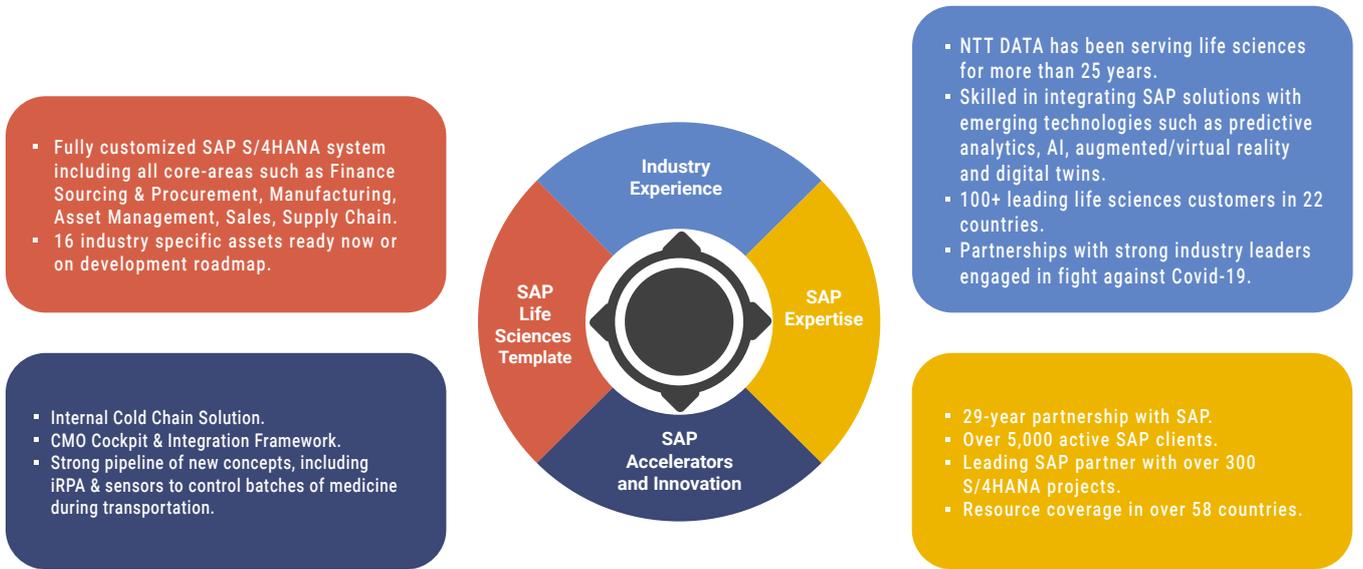
SYSTEM REQUIREMENTS

- SAP Analytics Cloud (SAC)

- Subscription to IQVIA NPA or equivalent

WHY CHOOSE NTT DATA FOR YOUR SAP LIFE SCIENCES PROJECT?

NTT DATA is one of the world's leading IT services players, with deep Life Sciences industry experience. We work with pharmaceutical and biotech companies of every shape and size, and in most geographies. This includes 15 years' experience for SAP implementation in Life Sciences and a strong point of view in hyper automation and wider process automation across the marketplace.

NTT DATA has developed ERP-for-Pharma expertise, able to combine core ERP with AI, analytics, IoT, packaged solutions, Blockchain and other requirements. NTT DATA has deep experience in specialized capabilities that are now essential to industry development, such as Serialization and advanced track & trace; Predictive and Prescriptive quality management; highly demanding global cold chain and innovation support.

- Fully customized SAP S/4HANA system including all core-areas such as Finance Sourcing & Procurement, Manufacturing, Asset Management, Sales, Supply Chain.
- 16 industry specific assets ready now or on development roadmap.

- Internal Cold Chain Solution.
- CMO Cockpit & Integration Framework.
- Strong pipeline of new concepts, including iRPA & sensors to control batches of medicine during transportation.

Industry Experience

SAP Life Sciences Template

SAP Expertise

SAP Accelerators and Innovation

- NTT DATA has been serving life sciences for more than 25 years.
- Skilled in integrating SAP solutions with emerging technologies such as predictive analytics, AI, augmented/virtual reality and digital twins.
- 100+ leading life sciences customers in 22 countries.
- Partnerships with strong industry leaders engaged in fight against Covid-19.

- 29-year partnership with SAP.
- Over 5,000 active SAP clients.
- Leading SAP partner with over 300 S/4HANA projects.
- Resource coverage in over 58 countries.

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