



Unlimit your business
with **Commercial
Transformation**





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^leash the power of your Sales & Marketing team with HCL's suite of Commercial Transformation solutions geared for the Pharmaceutical Industry

- 88% Physicians said they would like their patients to be able to track and/or monitor their health at home
- 31% of consumers said they would incorporate a mobile app to track & monitor personal health information
- By 2014, 20% of sales organizations will consider iPads the primary mobile platform for their field sales force
- By 2015, more than 70% of new sales application projects will be SaaS

Over the last decade, there has been a paradigm shift in pharmaceutical sales and marketing. There is a growing need to do more with less. This need transcends both Business and IS functions. Brand teams are operating globally by leveraging the synergies across different geographies. At the same time, they are actively pursuing regionalization in order to maximize local intelligence. While Health Care Professionals (HCPs) remain a very important group to the Pharma marketer, there is an acknowledgement across the board on the need for engaging with end consumers directly and for formulating a well-defined strategy for working with other key stakeholders such as the Payers, Providers, Wholesalers and the Government Agencies.

HCL is currently collaborating with leading Pharma companies, product vendors and other partners to create industry vision, framework, reference architectures, data models, etc. which our customers can leverage to significantly bring down the time to market for new solutions.

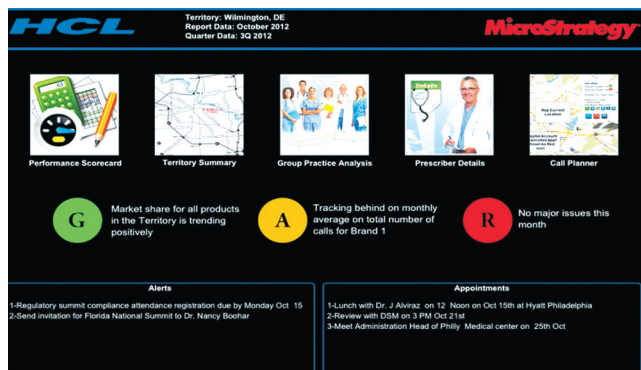
Our comprehensive service offerings deliver tangible benefits to end users. Our solutions are built on state of the art platforms and are scalable to support global needs. We work collaboratively with numerous business and technology partners to provide these solutions and services. All our solutions are available in "SaaS" model.

GDC: Global Digital Center

By leveraging a combination of state of the art technology platforms and a set of process experts we can help you migrate very quickly to next generation digital content management and distribution comprising of:



- ➔ Cloud based Web Content Management solution that is configured specifically for Pharmaceutical and Biotech companies.
- ➔ A Digital Asset Library that can significantly enhance reuse of digital assets and help collaborating with creative agencies, advertising firms, consulting organizations and partner organizations
- ➔ Social Media Platform called iConnect which allows corporations to monitor customer interactions in social media and take proactive steps



mTRACE: Mobile Field Sales Reporting App

In this age of anytime-anywhere information it is very important that your sales team is empowered with a reporting app that integrates both sales, activity and formulary data to give a comprehensive understanding of where they stand and where the gaps are. We have a pre-configured mobile reporting app in Industry leading BI platform to facilitate this. Our solution is cloud based and is available in SaaS model and seamlessly integrates with Veeva CRM.

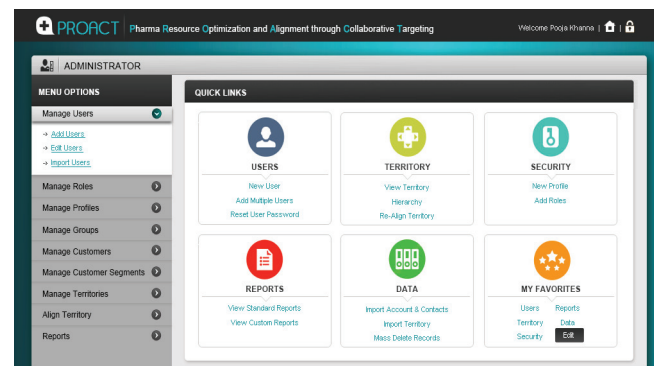
CRM-360: Comprehensive Sales Force Effectiveness Solutions

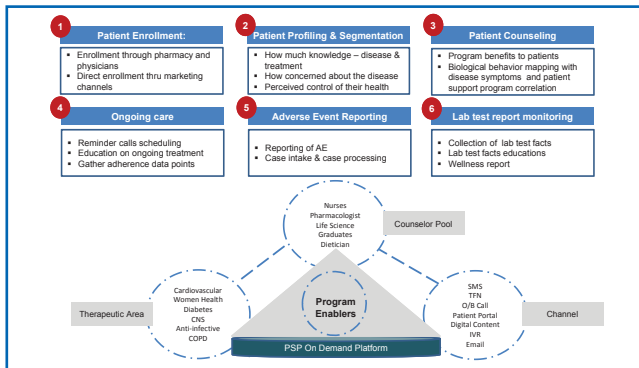
We have one of the strongest Veeva and SFDC practice in the industry and have a number of solutions and accelerators that can significantly bring down your cost of implementation and support. Our solution center for Veeva focuses on the day in life of a sales representative and we provide business focused help desk that can support your sales team in better leveraging their sales tools while on the go. Our business aligned shared services approach to support augmented with pre-built accelerators like templated SOP, Known Error Database, IMS data connectors, etc. help in significantly bringing down the overall cost of support.



ProACT: Collaborative Targeting & Alignment Solution

A one stop shop for managing entire targeting and alignment process with a mobile app for enabling field inputs. The solution has map based integration, inbuilt workflow management capabilities and integrates seamlessly with Veeva CRM. However, what really sets the solution apart is the fact that it is built on next generation scalable architecture that can handle Big Data requirements as you start leveraging more granular data sets like longitudinal data. The solution is available in a SaaS model and hence there is no headache of infrastructure management.





PSP: Patient Support Program in a Box

PSP solution is an integrated offering from HCL with bundled Business services and segmentation analytics leveraging state of the art technology platform, to create tailor made interventions that helps care providers (Care counselors) -

- ➔ Customize support based on an individual's presentation and level of participation in specific treatment.
- ➔ Help patients get a clear understanding of their condition
- ➔ Focus on adherence to prescribed therapy
- ➔ Getting them actively involved in managing their disease



Unified Analytics Leveraging Big Data Platform

HCL is leveraging Unified Analytics to bring together various forms of structured, semi-structured and unstructured data to derive insights that can make a difference.

One such example is CER (Payer data) contrasted with Bio statistical Analysis of Adaptive Trial Data (As against ONLY Randomized trials), thus yielding Translational Medicine benefits from socio economic studies and statistical analysis.

Another example of how unified analytics can be leveraged is by carrying out more accurate marketing campaigns for drugs focused at specific Physicians based on insights from a combination of longitudinal data married to unstructured data from social media.



For more information please contact:

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Hello, I'm from HCL! We work behind the scenes, helping our customers to shift paradigms and start revolutions. We use digital engineering to build superhuman capabilities. We make sure that the rate of progress far exceeds the price. And right now, 90,000 of us bright sparks are busy developing solutions for 500 customers in 31 countries across the world. **How can I help you?**

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