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Linkedin.com/company/knowledge-  
management-solutions



ask@kms-world.com



**KMS**

### KMS client snapshot

Pharmaceutical company  
headquartered in Japan

The client has 164 companies in 70 countries  
with 18 R&D sites, and 30,000 employees.

## CHALLENGES

- Sales and marketing information was not available for regional and executives on time.
- Combining sales and market data of competitor brands for reporting and consolidation was a time consuming process.

## BENEFITS

- Sales and marketing teams can get quick access to information for data driven decision making; better order processing and customer support.
- Group companies benefit from sharing QlikView templates.
- Management gets instant info on daily health by each division.

## SOLUTION

- Deployed analytics to 200 users across 7 countries in Asia:
  - **Sales Analysis** - performance ranking, % achievement, sales details, sales trend.
  - **Market Performance** - DDD market, DDD area, Top N.
  - **Sales Force Effectiveness (SFE) KPI** - coverage, call frequency, % time in field, calls/day, coaching.