

# Uncovering HCP Digital DNA



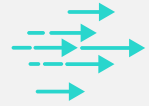
## THE VISION OF HCP ENGAGEMENT



**Better Data.** Create a full understanding of how, why and when HCPs engage



**Improved Insight.** Translate HCP data into deep insight via analytics



**Quick Action.** Activate on insight across all HCP engagement channels

## WHAT ARE THE CURRENT CHALLENGES?

### Business Challenges

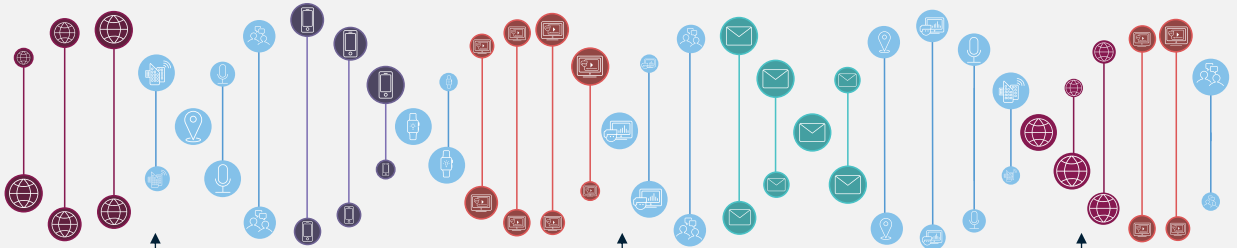
- Lack of HCP Understanding (who, how, when)
- Generation of insights (limited, incomplete, slow)
- Identification of HCP need (missed, unrecognized, wrong)

### Technical Challenges

- Existing siloed systems lacks scalability
- Costly and complex to add new data sources
- Difficult and expensive to adapt to business needs



“A single extendable solution that uses **advanced analytics** to interpret data and **identify next best possible HCP engagement actions** based on real time HCP behaviour. These insights impact **all functions (sales, service, support, etc.)** of the HCP **experience** with your organization.”



### Discover

Collects and combine direct and digital data

### Nurture

Applying analytical techniques to gain insight

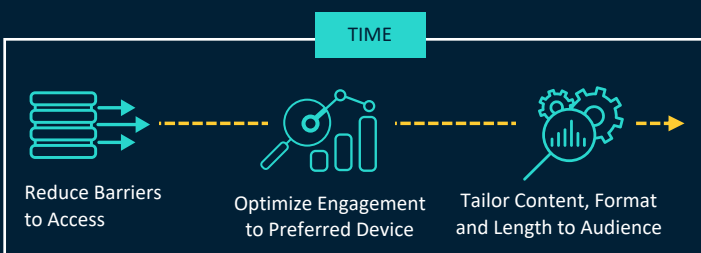
### Act

Determine the best business decisions to create positive impact

## TIME TO VALUE

### Pilot

“HCP level insights were derived in 2-3 weeks time.” – **Global Pharma**



SAS accelerates Time to Value and de-risk the deployment timeline through:



Preconfigured Services Offerings



Predefined HCP Engagement Techniques



The Most Deployment Options of any Vendor

\*Phasing currently in discussion



Analyst Evaluation	SAS	Adobe	Acoustic	Oracle	Pega	Salesforce
The Forrester Wave™: Real-Time Interaction Management	●	●	●	●	●	●
The Forrester Wave™: Customer Analytics Technologies	●	●	●	●	●	●
Gartner Magic Quadrant for Multichannel Marketing Hubs	●	●	●	●	●	●
The Forrester Wave™: Marketing Resource Management	●	●	●	●	●	●
The Forrester Wave™: Digital Intelligence Platform	●	●	●	●	●	●
The Forrester Wave™: Cross Channel Campaign Management	●	●	●	●	●	●
The Forrester Wave™: Enterprise Marketing Software Suites	●	●	●	●	●	●

● *Leader*
● *Performer*
● *Contender*
● *Absent*

## SAS HCP Engagement Services Offerings

# 1500+

**Customers**  
over 20 years have chosen SAS to host their Customer & HCP Engagement Solutions

### SAS Digital Insights

The SAS 360 Digital Insight Service captures first-party behavioural information across the entire digital customer experience with a brand's websites and apps. It enables marketers to go beyond traditional digital reporting, using an agile mechanism to sort high-volume digital data into customer insights. All without losing the detail needed to explore multiple business challenges. The open data model and ability to stream digital data into a set of customized reports and dashboards reflect a brand's unique business strategy while enabling agility.

### SAS HCP Insights

The data-driven SAS 360 Customer Insight Service captures detailed first-party behavioural information across the digital customer experience as a HCP interacts with a brand's websites and apps. The resulting structured HCP-centric data model and streaming data platform connect the digital data with offline HCP sources to create a complete omnichannel view of HCP activity. Predictive analytical modelling, targeted to specific business objectives, provides comprehensive HCP insights that guide management initiatives, improve your marketing analytics environment.

## WHY SAS?



### Accelerated Time to Value

- Extensible platform accommodates new HCP domains & data sources
- Quick deployment of operational environment in hosted platform
- User-focused training to support business process change & solution adoption
- Substantial SAS Customer Intelligence IP embedded in solution



### Greater Efficiency

- Ability to incorporate real time data sources into a unified data model – to ease new data integration
- Integrated feedback loop and AI embedding supports continuous analytics-based learning
- Enables modernization of multiple legacy systems while integrating with existing software
- SAS Platform can be used to leverage Open-Source tools (e.g., Python, R, etc.)



### Lower Risk

- Single integrated and unified by design solution speeds issue resolution
- Fully Compliant security and data protection included
- High availability service-level with highly skilled technical support
- Predictable costs and TCO over time help budgeting