



## Business Impact

“Although we continue to see a lot of tactical buying around areas such as social, campaign management, analytics and MRM, we are also seeing areas of focused integration among executional, operational and analytical processes.”

Gartner Inc.  
*Magic Quadrant for  
 Integrated Marketing Management*  
 Kimberly Collins, Adam Sarnier, Oct. 26, 2011

## Challenges

- **Reliance on external marketing service providers.** Reliance on outside firms severely limits companies' in-house capabilities and their ability to invest in adequate personnel, marketing systems and infrastructure.
- **Resistance to change.** While many marketing organizations concede that their operational execution could be greatly improved, the fear of increased transparency and accountability in marketing operations can breed resistance to changing current practices.
- **Personnel and skill set shortages.** Extensive outsourcing and industry downsizing have negatively affected the availability of the right resources and skill sets for marketing program execution.
- **Lost institutional knowledge.** Sales representatives have historically taken 18-month rotations at corporate headquarters in brand manager/director roles; however, when these individuals return to the field sales team as district managers, institutional knowledge about marketing operations and the brand will be lost.



## How can we improve operational discipline for our marketing tactics?

### YOUR GOAL: Develop precise marketing programs, on time and on budget

If you're like most life sciences companies, your marketing budget is straining against the pressures of patent expirations, pipeline challenges, increased payer negotiating power and intense pricing scrutiny. As a result, increasing both the cost effectiveness and overall efficiency of your marketing operations is likely a major concern. And faced with an ongoing challenge to deliver revenue growth through more specialized therapies and fewer potential blockbuster medications, successful new product launches are essential. That makes flawless execution of sales and marketing tactics critical for success.

Shrinking profit margins are causing focus to shift to marketing budget management and cost containment. There's growing pressure to execute marketing tactics flawlessly within the allocated budget, because tactics that are late to market drive less incremental revenue. In fact, the faster a tactic is taken to market, the greater the incremental revenue generated. From a budgetary standpoint, it's no longer acceptable to double a campaign's print costs due to incorrect or incomplete product safety information being printed originally. Many companies no longer have extra budget slush funds to hide costly marketing execution errors. Exceeding the budget in one marketing program now means making trade-offs on other marketing tactics.

The clear expectation is for marketing operations to deliver marketing tactics accurately, on time and on budget. Life sciences companies are investing heavily to develop and market new therapies. To gain sustainable competitive advantage, these companies must achieve operational excellence in marketing to derive maximum benefit from their marketing spending.

### OUR APPROACH

SAS enables you to execute marketing tactics with the highest level of operational discipline by enhancing visibility, tracking and accountability for the overall marketing process. We deliver marketing operations excellence by providing software and services to help you:

- **Achieve greater marketing efficiency and accountability** by integrating marketing processes, allocating and tracking budgets, managing and distributing digital assets, and measuring and analyzing marketing performance.
- **Complete more marketing campaigns faster** by planning, testing and executing campaigns using an automated, trackable and easy-to-repeat process. Graphical campaign management tools accelerate the process of planning and executing campaigns.
- **Exceed customer expectations during customer interactions** – e.g., on physician or consumer Web portals, mobile devices or customer care centers – using a combination of analytics and business logic to make optimal real-time decisions about the most relevant offers and messages for each customer.

SAS provides a full suite of customer intelligence solutions that help life sciences companies systematically plan, manage and execute their enterprise marketing operations more efficiently and effectively.

## THE SAS® DIFFERENCE: Greater speed and accountability in marketing

Only SAS enables you to take control of your marketing operations with solutions that provide transparency and accountability for the overall marketing process. SAS provides a unique combination of capabilities for marketing operations management, campaign management and real-time decision management. With SAS, you get:

- **A fully integrated business analytics framework** that includes the best analytic and reporting technologies available to deliver fact-based decision making for marketing organizations.
- **A portfolio of leading customer intelligence solutions** that include capabilities for driving discipline and excellence in marketing operations through enhanced channel engagement, decreased time-to-market and greater cross-brand coordination.
- **Industry and domain expertise** derived from more than three decades of experience and the professional knowledge of on-staff domain experts, who understand the importance of achieving excellence in marketing operations.

Improving the speed and accountability of your marketing activities can result in significant competitive advantage, which in turn results in market share growth and increased revenue and profitability.

### CASE STUDY: A top 10 pharmaceutical company

#### ■ Situation

A top 10 pharmaceutical company's marketing operations team was searching for a way to reduce its excessive yearly costs for scrap print runs.

#### ■ Solution

SAS provided the company with a marketing operations management solution that included digital asset management capabilities, which enabled the company to:

- Document the complete history of all marketing assets and changes to those assets.
- Reduce scrap print costs by ensuring that the print shop always received the correct version of marketing assets.

#### ■ Result

By virtually eliminating scrap print costs across all brands, the company was able to achieve complete ROI in one year.

#### ■ What if you could ...

##### Achieve greater accountability

What if your marketing operations organization could provide executive management with complete visibility into marketing program time frames, costs, overruns and resource issues as they emerge?

##### Execute more campaigns faster

What if you could use visual campaign management tools to speed up the process of planning and executing your marketing campaigns?

##### Exceed customer expectations

What if you could determine – in real time – the most effective messages, sample quantity offers and co-pay card quantities to deliver to each physician that visits your physician portal or contacts your customer care center? Or the most effective messages and offers to deliver to each patient who visits your consumer portals?

#### ■ You can. SAS gives you THE POWER TO KNOW®

### SAS FACTS

- SAS has been in business since 1976 and today has customers at more than 50,000 sites worldwide.
- SAS is a trusted partner to 90 of the top 100 companies in the 2011 Fortune Global 500®.
- SAS is a "best practices" marketing software provider to leading banks and retailers.

Learn more about SAS software and services for life sciences:  
[www.sas.com/industry/life-sciences](http://www.sas.com/industry/life-sciences)



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