

## Kalido® Channel Management

Important to the optimization of sales and marketing is maximizing the promotional mix across all channels in order to maximize customer value and satisfaction at the lowest cost.

Channel distribution has a broad impact on the marketing program of any Life Sciences company. The primary objective of a distribution strategy is to ensure the right products are at the right place at the right time, at the lowest possible cost. This requires a detailed understanding of how the value consumers place on products differs from one market segment to the next, as well as how this changes over time. This is an area that epitomizes the expression, "The one constant is change."

### Core Requirements

#### A Channel Management system must:

- enable the company to make sound decisions on channel selection and motivation.
- provide accurate and complete channel performance data in as close to real-time as possible.
- enable the company to plan for and deliver a tailored customer experience by collecting feedback and extracting and applying insights to improve future customer interactions.
- provide either additional or new insight into channel behavior and shifting conditions.

### Kalido Prescription

At Kalido, we work with our clients to smooth the process of gathering, analyzing and reporting channel data. A Kalido solution for Channel Management is based upon:

- a comprehensive and fully integrated data foundation covering sales, product, market, outlet, prescriber, retail and non-retail sales, share, call detail and more.
- a pre-defined life sciences data model with validation rules and pre-defined reference objects that are easily configured to match your business and are rapidly adaptable to new business requirements.

- a sales and marketing data repository enabling stewards to create, modify and enrich sales and marketing data.
- pre-defined data management workflows that enable an audit-able governance process.
- audit and controls for security, user role assignment, a change log and time-stamping of all actions undertaken in the governance process.

### What's unique about Kalido?

The Kalido Information Engine solution for Channel Management is based on an integrated data warehouse and master data management platform capable of addressing not just one, but multiple business requirements in parallel.

Configured with a comprehensive business information model in use at numerous global Life Sciences companies, the Kalido Information Engine packaged solution increases deployment speed and reduces risk, yet the solution is quickly customized to your unique requirements.

Kalido's business modeling capability enables creation of a Business-driven solution for your company that allows you to model and manage your marketing strategy and performance, accommodating the unique requirements for each product, geography or sales channel entity.

This repository for formulary data further allows you to move beyond trend analysis to build a more effective account plan.

The model is developed using your company-specific terminology, definitions and rules, making it easily extensible to include multiple data sets according to company-specific solution requirements. The pre-built nature of the solution reduces tedious manual coding to integrate third-party data and automates BI configuration.

Kalido solutions are typically deployed in ~100 days compared to an industry average of 12-24 months using traditional methods. With Kalido, you get:

**Experience** — a Life Sciences analytics solution proven in half of the top ten global companies.

**Speed** — a data foundation with one subject area in ~100 days; additional subject areas in 30-60 days more.

**Agility** — a solution built for change, as/when/how change occurs.

**Self-Service** — the power to manage your own data now and in future, as Business change dictates.

**Value** — fastest to build, easiest to manage, most adaptable to change, lowest cost.

## About Kalido

Kalido is a product brand of Magnitude Software, a leading provider of Enterprise Information Management software that drives real business value for customers. Magnitude Software offers a family of award-winning products, from business intelligence and data warehousing to master data management, reporting and analytics.

For more information please visit <http://www.kalido.com>

©2015 Magnitude Software, Inc. All rights reserved.  
Magnitude Software and the Magnitude Software logo are trademarks of Magnitude Software, Inc. All other product and company names mentioned herein are used for identification purposes only and may be trademarks of their respective owners.



Frost Tower | 401 Congress Avenue, 29th Floor | Austin, TX 78701  
info@magnitudesoftware.com www.magnitudesoftware.com