

Sales Representative Performance Evaluation Dashboard

An Infosys Sales & Marketing Results Multiplier Solution (iSMRx) Offering

The pharmaceutical sales and marketing function is under increasing pressure to efficiently utilize resources and increase productivity. Currently the focus is to improve sales force effectiveness and consistently achieve sales excellence. In order to achieve these objectives, pharmaceutical companies should be able to evaluate their sales representatives effectively and set up intuitive business intelligence tools to monitor performance. Infosys' Sales Representative Performance Evaluation Dashboard helps both senior management and sales representatives address specific business intelligence requirements to enable decision support and effectively monitor sales activities and performance.

Senior Management Needs	Sales Representatives Needs
<ul style="list-style-type: none"> Evaluate key customer coverage Identify performers and non-performers Identify specific training needs of sales representatives Identify reps eligible for higher roles Evaluate sales force productivity based on region-wise TRx & NRx, units, sales value 	<ul style="list-style-type: none"> Integrated view of sales figures (Target Vs. Actual) Comprehensive customer coverage and call planning Detailed action points on reporting requirements Access to past and current performance data to help identify strengths and improvement areas

Infosys' Sales Representative Performance Evaluation Dashboard offers a comprehensive analysis of sales force effectiveness and identifies improvement areas. The dashboard helps senior management and sales representatives undertake detailed performance evaluation and optimize efficiency.

The Dashboard

The dashboard provides user-friendly and interactive reports to enable users to conduct a comprehensive evaluation of sales representatives. It facilitates the representative's evaluation on a wide range of parameters like time & territory management, paperwork & reporting, selling skills, sales performance, individual participation and feedback from his immediate supervisor. The dashboard will help senior management identify and understand:

- Top and bottom 10% of the sales representatives based on overall performance
- Identify strengths & weaknesses of the representative for training purposes
- Demonstration of the representative's capabilities and selling skills
- Representative's effectiveness in time management
- Representative's management of key prescribers
- Performance relating to sales achievement
- Shortfalls in account management

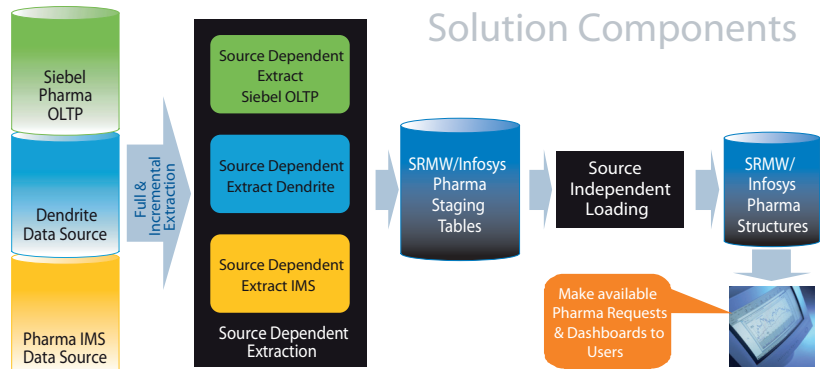
The diagram captures the parameters for evaluation. Each of the parameters is weighted to enable a comprehensive evaluation of the sales representative.



The solution is based on Siebel Analytics and offers a range of benefits that include:

- Pre-built analytic alerts
- Embedded industry best practices, numerous pre-built metrics
- Personalization by user role and function, integrated security & data visibility

The dashboard uses Source Dependent Extraction (SDE) routines to extract data from various sources like Dendrite, Siebel, IMS or any other custom-built application. Data capture mechanism uses best-of-breed data integration technology that enables portability of the solution over other pharmaceutical solutions available in the market. This allows the use of the dashboard at a variety of sites, not restricted to Siebel users only.

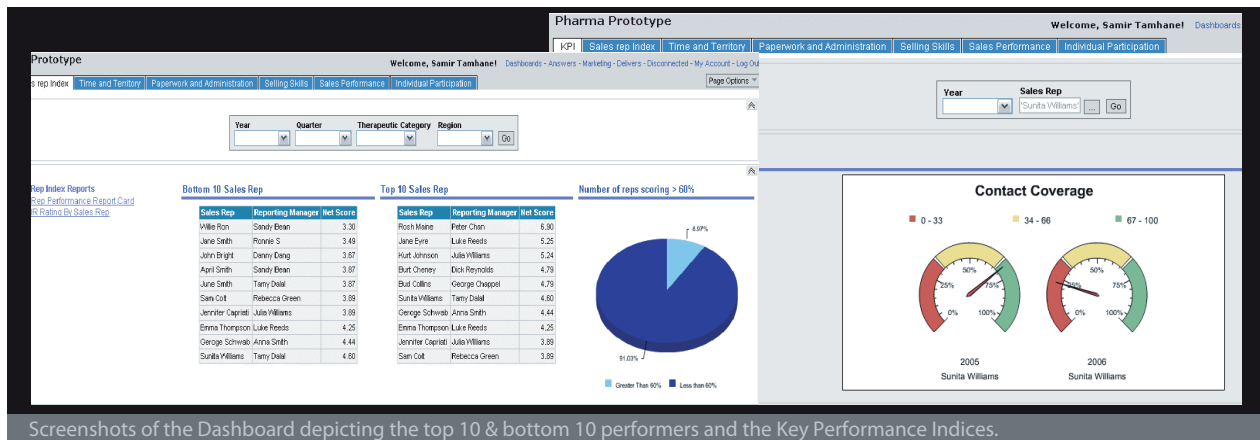


Solution Value Proposition

The solution offers a set of unique evaluation criteria on an easy to navigate single dashboard, eliminating the need of multiple systems.

The Sales Representative Performance Evaluation Dashboard helps improve the sales force effectiveness by providing:

- A 360° view of the performance of sales representatives
- Sales reporting and analysis with a complete view of product performance
- Tools to assist senior management in identifying top and bottom performers and evaluating reps on a range of factors including their sales achievement
- Tools to assist reps by providing them with a view of their performance evaluation in a transparent manner



Screenshots of the Dashboard depicting the top 10 & bottom 10 performers and the Key Performance Indices.



About Infosys

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For more information about Infosys (NASDAQ:INFY), visit www.infosys.com.

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