

Client case study

How an on-the-fly 'decision tree' system reversed rising sales costs

1. Challenge

Distributors confused by increasingly complex product portfolio

2. Solution

Agile mobile solution that uses 'decision tree' logic for faster, more relevant product communication

3. Impact

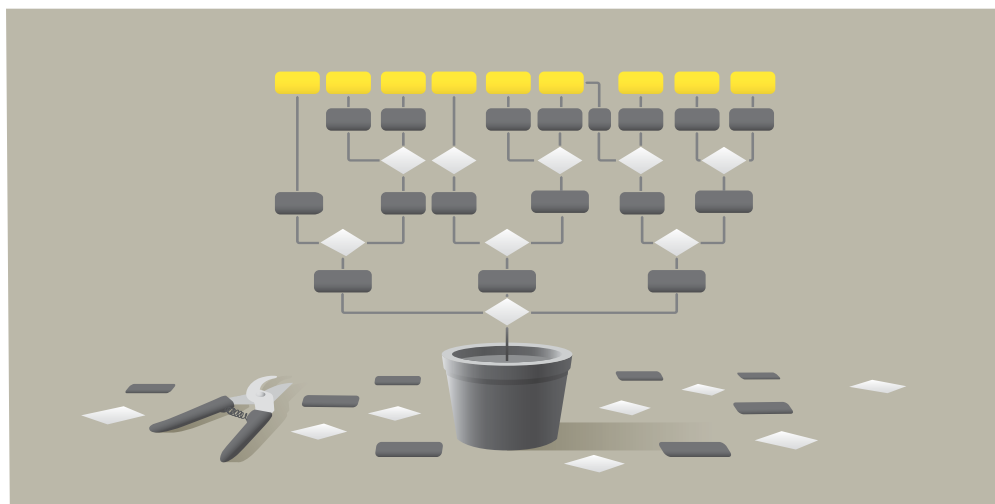
Closer collaboration with distributors and significant sales cost reduction

Distributors holding the key to sales

A top-100 life science company developing innovative solutions for cardiologists and radiologists needed an efficient way to empower third-party distributors (their most important sales channel) to communicate more effectively.

Getting lost in a forest of products

The company was experiencing fierce competition and rapid increases in cost of sales. A major challenge was a portfolio that continually changed due to short product lifecycles - making it hard for distributors to know the solutions in depth.



The solution: 'on-the-fly' communication

Agnitio, together with a digital content agency, developed an interactive solution that enabled distributors to communicate on-the-fly whenever they were with their customers.

The company's products could now be presented in an agile way, using a 'decision tree' model on a solution running on mobile devices. In effect, distributors no longer needed to memorize the whole continually changing

portfolio but could use the system to quickly find the products that matched their customers' needs. The new solution saved distributors' time and greatly improved mobility - enabling them to work effectively in the field at hospitals and clinics. The system also provided the possibility of remote sharing of their interactive product catalogue.

Agnitio worked with the client to develop a system that would both increase distributor product knowledge and decrease sales time.

"This project solved a key business problem by strengthening the collaboration between the life science company and their partners. It also shows how technology can be applied to empower people and bring more value to customers."

Ricardo D. Murer
Agnitio

Why Agnitio?

Agnitio's platform was selected because of its flexibility and the ease with which it makes it possible to control and update content - while ensuring full mobility for users.

Process from initial insights to successful launch

1	2	3	4	5	6	7
Week 1-3	Week 3-4	Week 4-6	Week 6-10	Week 11-12	Week 13-26	Week 26
Gather insights to understand sales and distributor needs	Set targets and goals with Commercial Team	Develop content e.g. product catalogue and decision trees	Digital agency & solution partner design and develop the solution	Training of team & partners	Run pilot	Adapt targets & solution before full rollout

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Agnitio helps life science companies generate effective relationships with medical professionals. The provider of the leading pull marketing software platform for the pharmaceutical and medical device industries, Agnitio's system is already implemented in more than 45 countries and 25 languages - and used by major pharmaceutical and medical device companies including: AMGEN, Allergan, Grünenthal, Roche, and Bayer. www.agnitio.com