



Marketing & Sales Analytics Suite:

Local Markets

Brand & Payer Analytics

Field ImpACT



Field ImpACT

Overview

Model N Field ImpACT is a cloud-based software application targeting sales reps, district sales Manager, Regional Sales Manager in US pharma companies of \$250MM +. The application is packed pre-configured, easy-to-use, impactful analytics that answer the most relevant questions any great reps have. It highlights opportunities and problems so that reps do not waste their time of navigating to find the answers to their questions of the day or the moment. The Field ImpACT is available on iPad, delivered in the cloud and is available 24 x 7.

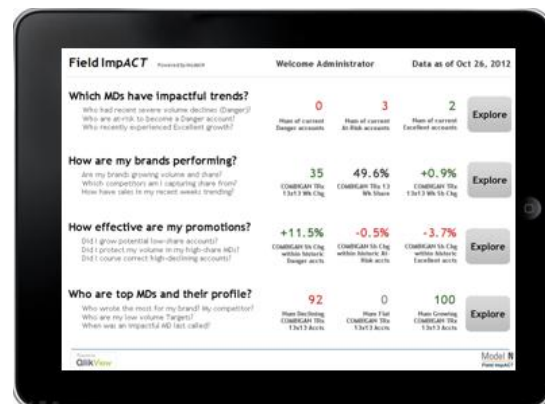
Key Features

Impactful Insights instead of "Charts & Graphs"

Start with Key Business Questions that great sales reps would ask, rather than pages upon pages of data and charts:

- Which MDs have impactful trends?
- How are my brands are performing?
- How effective are my promotions?
- Who are top MDs and their profile?

On the home page, Field ImpACT concisely provides the questions, answers, and ability to explore.



Review My Brand and Competitor Brands Performance

Help reps answer the questions about my brand's performance and my main competitor brands' performance:

- Are my brands growing volume and share?
- Which competitors am I capturing share from?
- How have sales in recent weeks been trending?

Using a few charts, Field ImpACT succinctly summarizes the sales volume, volume change over the recent weeks and performance ranking of my brand and competitor brands.



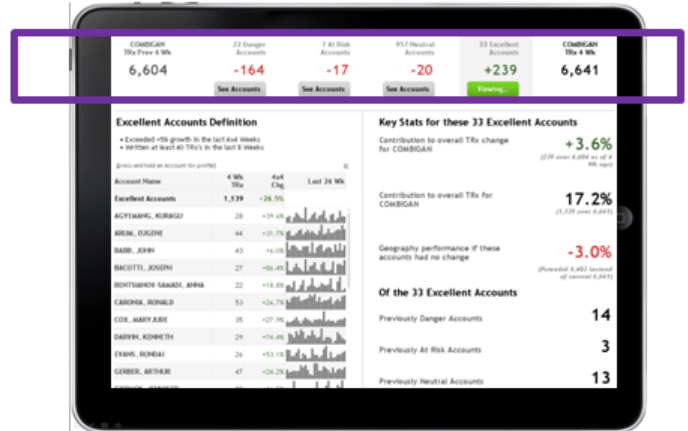


Field ImpACT is the only solution on the market focused on the best-practice analytics and actionable insights instead of charts and graphs to enable pharma sales reps to be more efficient and effective under time and budget pressures.

Categorize MDs Based on their Recent Performance

Classify MDs into different categories based the recent trends to give reps the insight into which MDs have the most impact on the brand performance and therefore help them focus on the right MDs to improve their productivity and sales effectiveness.

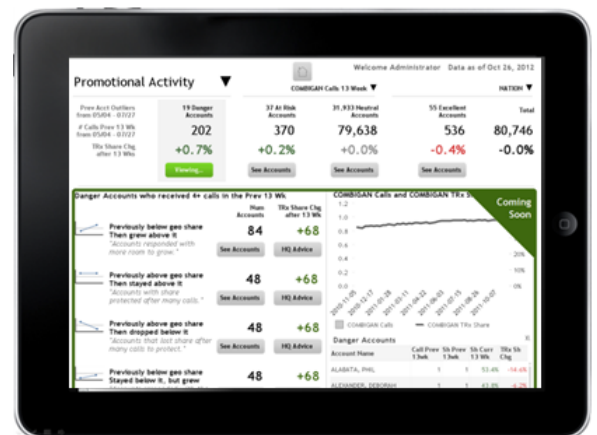
- Allow user to identify impactful MDs using configurable algorithms to categorize MDs into Danger Accounts, At Risk Accounts, Neutral Accounts, and Excellent Accounts
- Apply a waterfall process to decompose the sales change into contributions of MDs in different categories
- Select any of the four categories, view the list and drill down on any MD of interest



Assess Promotion Effectiveness

The Promotional Activity dashboard will help reps learn if their calls and samples led to increased sales. Some of the most common questions that reps would ask and need answers for:

- Did I grow potential low-share accounts?
- Did I protect my volume in my high-share MDs?
- Did I course correct high-declining accounts?



Customer Feedback on Field ImpACT



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Dir. of Marketing and Sales Analytics: "Were you a snoop or a fly on the wall in our last meeting? This is exactly what we were discussing."

District Manager: "I really like the UI in the competitor trends"

Regional Manager: "This is a great tool. It looks nice. This product will help us in sales..."

