



Why Sales Force Automation Platforms are Considered “Game-Changers” in the Pharma Industry?

Some “Nsights” on Accelerating Efficiency, Tapping onto the Whole Sales Cycle.

Whitepaper

In this White Paper

As the shift to digital transformation is driving investments in new platforms and for various verticals; and the benefits of sales force automation platforms are becoming more prevalent, STS introduced Nsights, an industry specific sales force automation platform that is dedicated in its current version to the pharmaceutical manufacturers and distributors. Because of its expertise in the industry, STS has sought the rising need from pharmaceutical companies to increase their efficiency, productivity, and visibility through technology, and came up with a reliable system that will provide insights to sales leadership, commercial excellency and to the marketing personnel's in the company benefiting from it.

This white paper discusses the market requirements driving the need for an offering that helps transform the way medium and large pharma manufacturers and distributors organize their field sales force.

Situation Overview

As software technology has been evolving over the years, the current pandemic has pushed organizations to increase their digital capabilities in order to be able to effectively compete in the market.

In the MENA region, small & medium pharma distributors and manufacturers are still depending on the manual collection of data as for their medical rep teams' visits (planned and/or actual), sales KPI's, reports, etc. while larger pharma enterprises who are using automation solutions are still enduring large costs for the implementation and maintenance of such solutions.

Manual data collection has proved to drain time and lack correct analysis of it, also it doesn't provide visibility on the sales teams' whereabouts and coverage hence it will be challenging to enhance the overall productivity.

It is now critical to reduce cost while continuing to meet business requirements, and enterprises are now deploying industry specific softwares that simplifies the day-to-day operations, manage larger capacities of field sales teams while achieving cost efficiency while providing visibility to their management.

Opportunities and Challenges

There is a big opportunity in targeting the pharma industry, hence it has various, and specific requirements that needs to be properly understood to provide the desired business value. Pharmaorganizations employ medical reps who are a valuable asset, thus one of the biggest expenses for these organizations, as their starting salaries are high and they require additional running cost such as car/travel allowance. Additionally, the COVID-19 pandemic has forced organizations to focus on how to increase their productivity and efficiency in an increasingly competitive and budget restrained environment.

Although there are numerous sales automation solutions in the market, they seem to lack flexibility, not customizable and are very expensive. STS saw an opportunity to provide an enterprise experience at a cost-efficient price and in a pre-customized setup, providing out of the box analytics to help manage medical and sales reps team. The main challenge yet is to reach organizations that are a good fit for this product, as it is key that this solution reach the pharma manufactures and distributors. Also, the reach must penetrate the organizational structure deeper and reach various layers in its structure for a potential customer luring tactic, as each role in the organization can benefit from Nsights in terms of its detailed reporting on both Sales & Non-Sales KPI's. Moreover, its price is competitive which guarantees a better ROI.

The global context of the platform is to provide detailed insights on medical and sales reps journey and needs in the pharma industry.

The issue is that Pharma Manufacturers & Distributors have field medical/sales reps who are visiting physicians, the reps are high cost resources and require monitoring to provide market reach and sales for their company. The challenges that pharma organizations face is that they don't have visibility on where their medical reps/sales are spending their time in order to be as efficient as possible, and lack analytics to help with decision making on where their time should be invested, this in turn means that there is missed market share and missed revenue for these companies.

Whitepaper

The challenges that these customers face:

- Poor visibility on reps & secondary sales
- Loss of potential sales
- In-efficient footprint expansion
- Lack of real-time updates for informed decision making
- No clarity on planned vs. actual visits compliance
- Mismatched sales forecasts

How does “Nsights” respond to these challenges:

- Improved efficiency
- Automate everyday tasks
- Fast sales report generation
- Performance tracking

Why Pharma?

Over the past 4 years, STS has closely worked with various Pharma customers to provide a detailed solution that meets all their needs at a competitive price. After going live, STS co-invests with them and enhances their current solution with customizable, additional features along the way, and through this STS got a full understanding of the ins and outs of the pharma sales cycle.

One of STS’s key differentiators in the market, is that they co-invest with their customers to deliver mutual value. For example, one of STS’s customers in the pharma industry was looking for a sales automation solution, however due to the high prices of customized systems and the high prices of customizing existing platforms to meet their business needs they decided to opt for Nsights and have now become a loyal customer for STS, utilizing various offerings from the company.

As a result, organizations were able to better plan how their teams work in the field and convey the right message to the right customer at the right time and at a competitive price.

Conclusion

Nsights provide a pharma specific sales force automation solution that is suitable for small and large pharma manufacturers & distributors. There is high potential for this solution as organizations are trying to be as cost- efficient and productive as possible in these hard times.

About STS

Specialized Technical Services Company (STS), Jordan’s leading ICT and Digital Transformation solutions provider, through its bold leadership, innovation and long field expertise since 1989, is confidently contributing to the digital transformation scene in the kingdom and the region. STS’s success is driven by a commitment to delivering a peerless Digital Transformation journey to its clients, and has expanded its offerings to embrace digital infrastructure containing advanced cloud solutions and managed services, cyber security offerings that is backed up with an advanced security operations center (STS SOC), training and licensing. Likewise, STS constantly strives to elevating digital experience throughout its offerings ranging from digital customer experience, digital workplace solutions and business intelligence BI services.

Through its long-standing partnerships with industry leaders such as Cisco Systems, Dell Technologies, IBM, Microsoft, Oracle, and multiple others, STS continues to serve multiple industries in financial, governmental, health, educational, telecommunications, and other commercial sectors in the MENA region.

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By Ibrahim Zeine

STS, Sr. Manager, Sales Operations

