



INCENTIAL™ ANALYTICS

A web-based, turnkey solution for Pharmaceutical Sales and Marketing Business Intelligence starting at just \$5,000 per month.

Benefits

- Lowest Total Cost of Ownership
- Speed Delivery of Information Across the Enterprise
- Improve Decision Making with Centralized, Consistent Metrics
- Become Data Vendor Neutral
- Comply with data management regulations including Sarbanes Oxley and AMA PDRP

Incential Analytics applies leading Business Intelligence software to the powerful Incential Database in order to provide meaningful understanding of your pharmaceutical sales and marketing information. As a turnkey solution, Incential manages the data loading and integration, as well as the system configuration and administration; leaving your resources free to analyze and report their data.

Key Features

- User-friendly reporting and dashboarding interfaces
- Data cleansing during imports
- Data model links data sources for cause and effect analyses
- Scalable system; add data sources and users
- Fast and accurate data processing; access refreshed data usually within 48 hours
- Secure and compliant hosting
- Report Builder for ad-hoc reporting
- Role-based, Self-service Web Portals
- Seamlessly integrate with other systems via customized output files or web services connections
- Option to migrate the database and software on-premise in the future

Users

The self-service web portals allow you to share critical analytics across the organization to all levels of users, including executive management, sales force personnel, market research, marketing & product management and the managed care, government and trade groups.



Data Sources

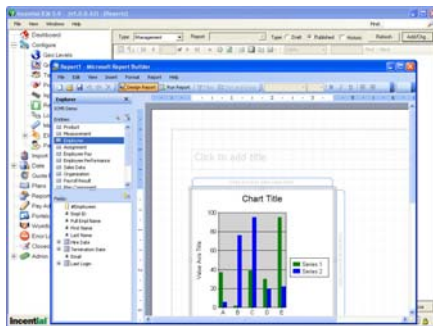
The standard Incential Analytics implementation includes typical life sciences performance measurement data sources such as Third Party Sales (Rx, Units, Dollars), CRM/SFA Activity (Calls, Samples), ERP/HR Systems (Employee Rosters) and Organizational Structure (Alignments, Targets, etc.). Additional sources can be integrated for even greater, enterprise-wide analyses: Corporate Financials, Factory Distribution Data, Marketing Activity (Journal Ads, Symposiums, etc.), Contract and Rebate Data or more granular Third Party Sales Data by Managed Care Plans or De-identified Patient Metrics.

Incential Analytics

User Interface

Users access Incential Analytics by logging into a role-based smart client that contains their own reports or a library of reports created for them. More advanced users can link to a Report Builder tool that allows them to change existing report designs or create new reports from scratch by simply dragging and dropping database elements onto a report template.

The results are reports or dashboards that can be shared to web portals, e-mailed or exported to other programs.



Incential partners with leading technology companies like Microsoft and Rackspace to deliver the Incential Analytics solution.

Microsoft



Security

Incential Analytics employs row level security, controlling data access to each user. Application access is protected by SSL-encrypted passwords.

Compliance

Incential Analytics helps customers comply with government regulations like Sarbanes Oxley by providing auditable data trails, documented processes and certified hosting facilities. In addition, business rules are in place to comply with industry regulations, such as the AMA PDRP.

For more information

To learn more about Incential Analytics and the complete line of Incential products, call 888-371-2006 or visit www.incential.com.

Fast Deployment

We have designed Incential Analytics with many standard components that enable us to deploy a solution in as little as 6 weeks.

Support

An On-Demand solution like Incential Analytics is often referred to as Software-as-a-Service, which means that you have the best of both worlds; an advanced technology tool that you access anytime you wish, plus a staff of experienced consultants to help you design reports, validate data and answer questions on how to use the software.

System Integration

Incential Analytics is designed to receive input files in virtually any format and creates customized output files based on your needs. Typical integration points include an HR system, an SFA software and Financial applications.

Optional Modules

Incential Analytics can be a stand-alone application or integrate with Incential's other software systems, including Incential Compensation Manager and Incential Data Integration.

About Incential

Incential provides software and services focused on measuring and motivating the performance of Life Sciences organizations. Since 1998, Incential has supported over 100 sales forces and 15,000 users from leading and growing pharmaceutical and biotech companies. Incential's solutions range from Incentive Plan Design to Compensation Administration, Sales Reporting, Analytics and Data Management.