

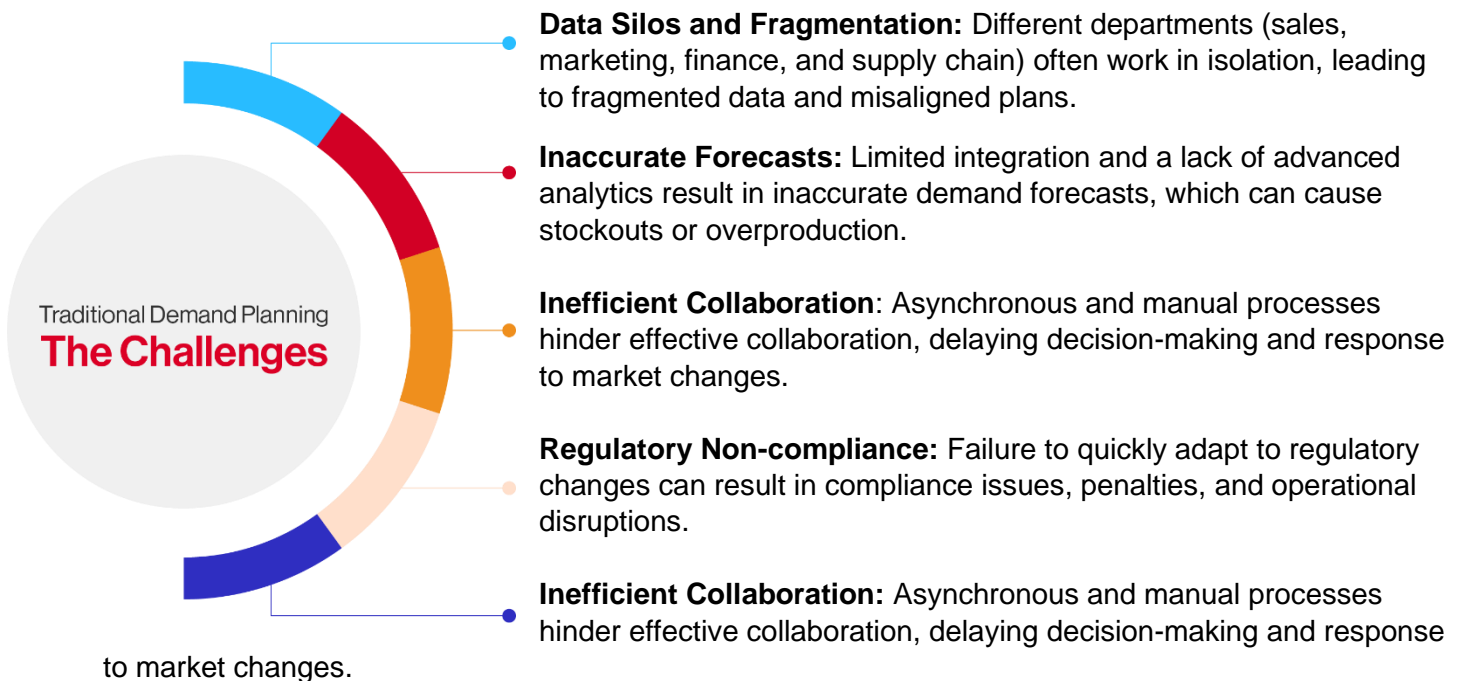
## CONNECTED PHARMA COMMERCIAL PLANNING

# Mastering Pharmaceutical Demand: Unleashing the Power of Cloud-Based Solutions

Precise demand planning in the pharmaceutical industry is critical for ensuring the availability of life-saving medications, maintaining operational efficiency, and reducing costs. Traditional demand planning methods often rely on siloed and error-prone Excel spreadsheets, which are becoming increasingly inadequate in addressing the challenges faced by the pharmaceutical industry.

## THE PROBLEM WITH TRADITIONAL DEMAND PLANNING

Pharmaceutical demand planning involves forecasting the need for various drugs, considering seasonal disease variations, regulatory changes, market competition, supply chain disruptions, and patient adherence trends. Traditional demand planning tools and methods often result in significant issues:



These problems lead to financial inefficiencies, increased risks, and compromised patient care, highlighting the need for a more integrated and advanced demand planning solution.

## A CLOUD-BASED SOLUTION FOR PHARMACEUTICAL CHALLENGES

Break down data silos and fragmentation by leveraging a unified platform where all relevant data sources are integrated into a single, cloud-based environment. This integration ensures that data from various departments—such as sales, finance, supply chain, and marketing—are connected and accessible in real time. With Anaplan, different teams can collaborate on the same data set, reducing the inconsistencies and delays often caused by working in isolated systems or spreadsheets.

## CONNECTED PHARMA COMMERCIAL PLANNING

### The Keyrus Solution Overview

The Keyrus solution is designed with scalable model functionality to meet the unique demands of your forecasting process. With extensive experience in the life sciences sector, our implementation team understands the complexities you face.

We focus on building demand forecasting models that are tailored to your organization, ensuring they are appropriately scaled and aligned with your current goals. Beyond the initial implementation, we continue to work with you to adapt and enhance these models as market conditions evolve and strategic priorities shift.



#### BENEFITS INCLUDE:

- **Enhanced Forecast Accuracy:** Streamlined exception management, coupled with advanced market categorization and statistical forecasting methodologies, improves forecasting precision and simplifies the process of updating forecasts.
- **Elimination of Manual Processes:** Removed the need for manually maintained Excel spreadsheets for forecasting and data consolidation, reducing errors and saving time.
- **Time Efficiency:** Significantly reduce the time spent managing forecast updates and manual data reviews, allowing teams to focus on more strategic tasks.
- **Integrated Real-Time Reporting:** In-model reporting capabilities reduce reliance on external tools (such as Tableau), enabling core day-to-day summaries and accelerating the forecasting process.

#### KEY FUNCTIONALITY

- **Demand Forecasting:** Accurately plan for patient demand and forecast revenue, ensuring your organization can meet market needs and maximize financial performance.
- **Actuals Integration:** Seamlessly connect to your upstream data, providing a single source of truth that enhances the reliability and accuracy of your forecasts.
- **Snapshots:** Preserve your long-range plans and forecasts with snapshots, enabling you to compare historical data with current projections and track your progress over time.
- **What-If Scenarios:** Rapidly generate and analyze different scenarios, allowing you to make informed decisions and stay agile in response to market changes.
- **Real-Time Reporting:** Create dynamic management reports that automatically update with the latest forecast inputs and actuals, empowering leadership with up-to-date insights for strategic decision-making.
- **Market Categorization:** Effectively categorize your markets based on predictability and revenue potential, enabling more targeted strategies and improved resource allocation.
- **Statistical Forecasting:** Leverage advanced statistical methodologies to forecast your most predictable markets, increasing forecast accuracy and operational efficiency.
- **Forecast Lineage Tracking:** Track the evolution of your forecasts over time, allowing you to measure accuracy, refine your methods, and continuously improve your planning.

#### GET STARTED NOW

Contact us to learn more or receive a demo of this solution