



**The IntegriChain Cloud**

# **Mobile-Optimized Channel Management and Demand Sensing Analytics**

October 2014

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# About IntegriChain

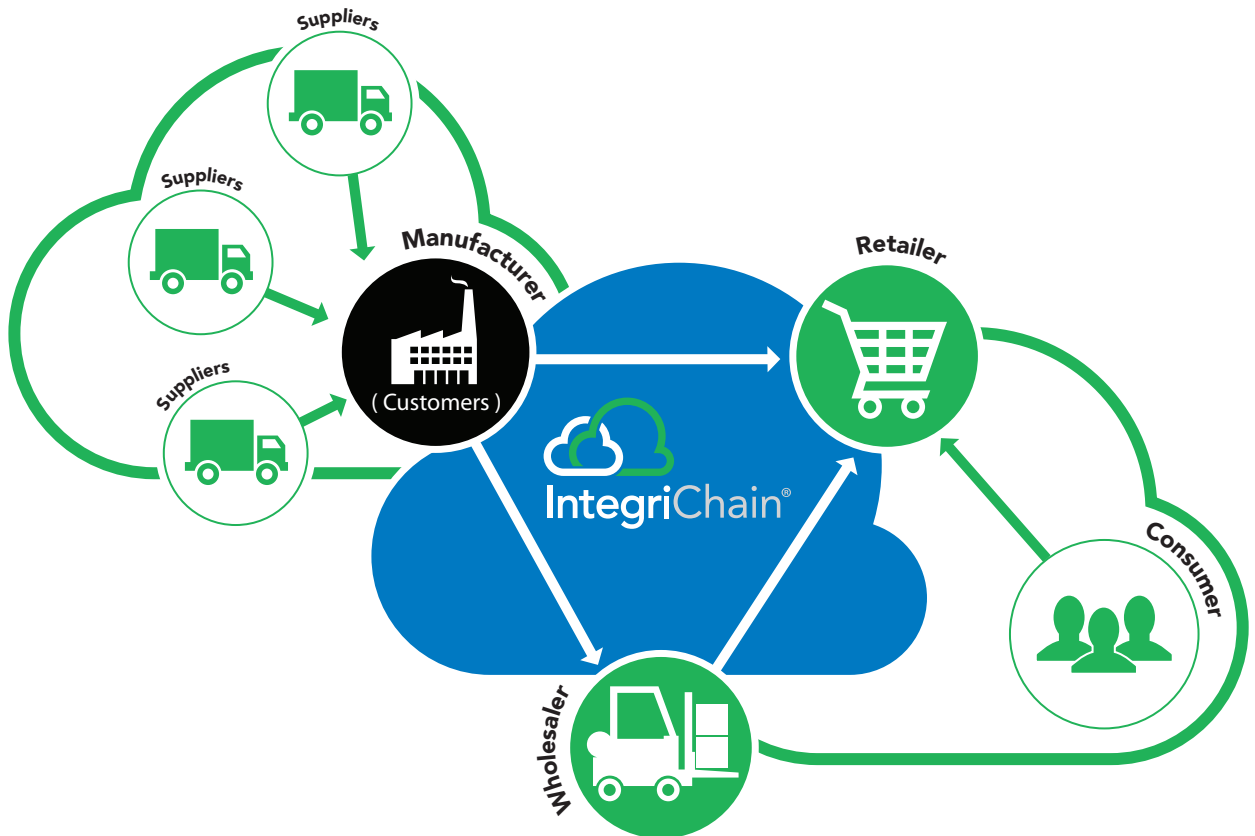
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As a suite of informed applications built on top of channel inventory and point-of-sale (POS) data, IntegriChain provides customer operations, national accounts, and finance teams with a **collaborative, agile, and mobile alternative to ERP and home-grown systems**. By embedding big data customer insights into daily business processes, IntegriChain helps to control the high cost of product distribution while improving product availability. This ensures that suppliers achieve a higher level of revenue predictability and get the most out of their distribution investment.

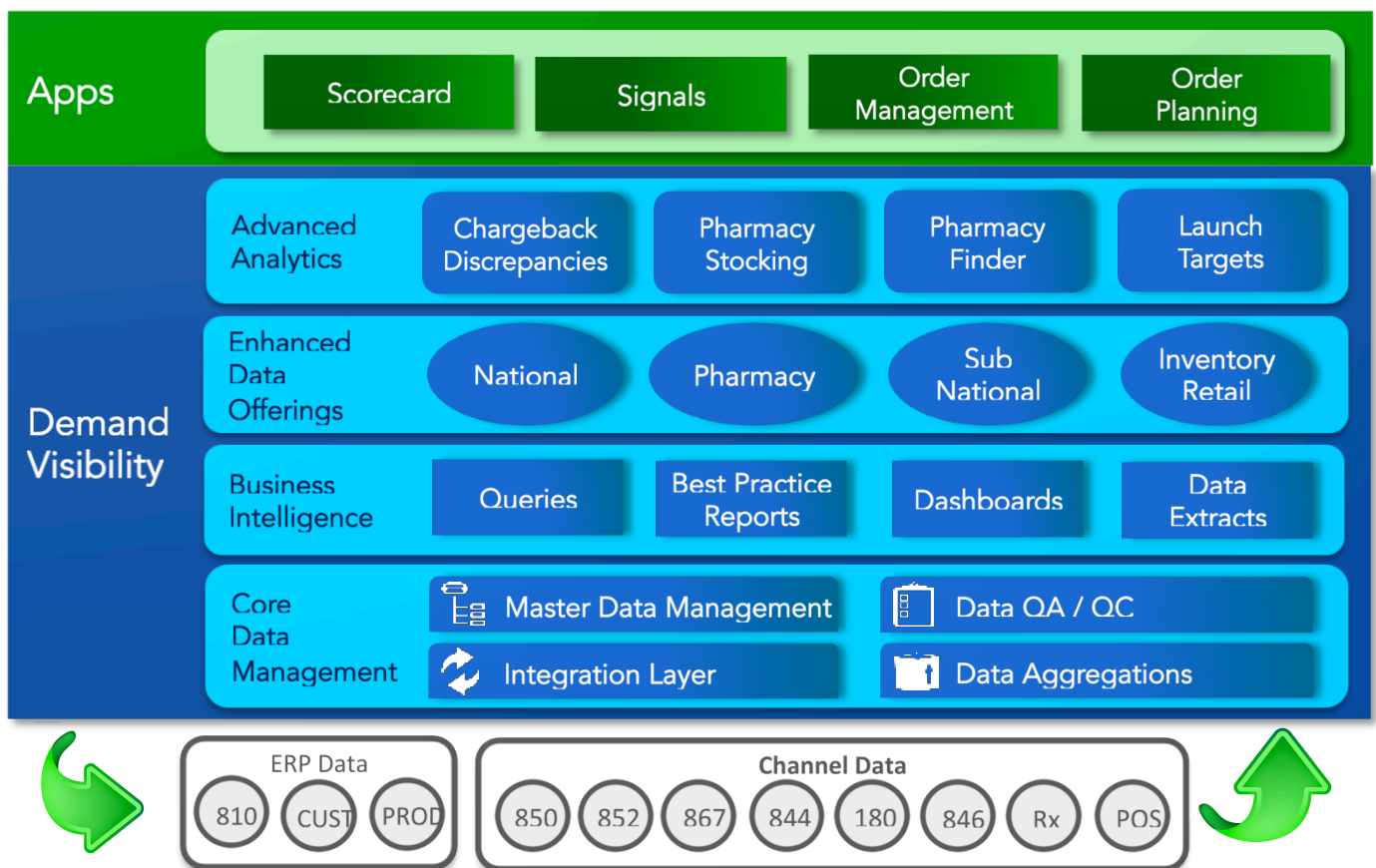
The IntegriChain Cloud is being rapidly adopted by many leading and emerging healthcare suppliers including 13 of the top-15 pharmaceutical manufacturers and a growing roster of generic drug and consumer health suppliers.

# The IntegriChain Cloud

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# Big Data Integrated into Robust Cloud



# Cloud-Based Products and Solutions



## Demand Visibility

End-to-end view of product distribution from manufacturer inventory to end POS demand



## Signals

Monitoring engine for problematic purchase orders and inefficiencies with trade partners



## Scorecard

Automated and configurable application for distribution performance agreements



## Order Management

Real-time optimization of purchase orders against channel inventory and order quantity



## Order Planning

Predictive analytics engine that forecasts how much, when and what products partners will order

## Benefits

- Optimize trade relationships
- Improve sales predictability and forecast accuracy
- Unlock capital tied-up in inventory
- Reduce product returns
- Increase audit support and compliance
- Increase service levels
- Predict stock outs
- **Increase revenue/lower costs**

# New IntegriChain Cloud Release

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The latest release of the IntegriChain channel management cloud offers mobile user access and near real-time demand sensing to maximize the accessibility and value of channel data through the healthcare supplier enterprise.

Healthcare suppliers can now sense daily fluctuations in product demand and inventory and immediately understand their underlying causes through contextual and exception-driven analytics. PLUS, this release provides new ways for mobile users and extended channel data stakeholders throughout the supplier enterprise to benefit from IntegriChain's analytics.

# Key Highlights

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Mobile analytics and collaboration tools maximize the accessibility and value of channel data across the supplier enterprise.

- ✓ **Easier to Use**
- ✓ **Mobile-Optimized**
- ✓ **New Demand Sensing Analytics**
- ✓ **Collaborate and Share**



# Mobile Analytics & Ease of Use

## Share Channel Insights with the Entire Enterprise

New access features expand the use of the IntegriChain platform and its channel insights throughout the healthcare supplier enterprise.



# Gain Channel Visibility through the New Dashboard

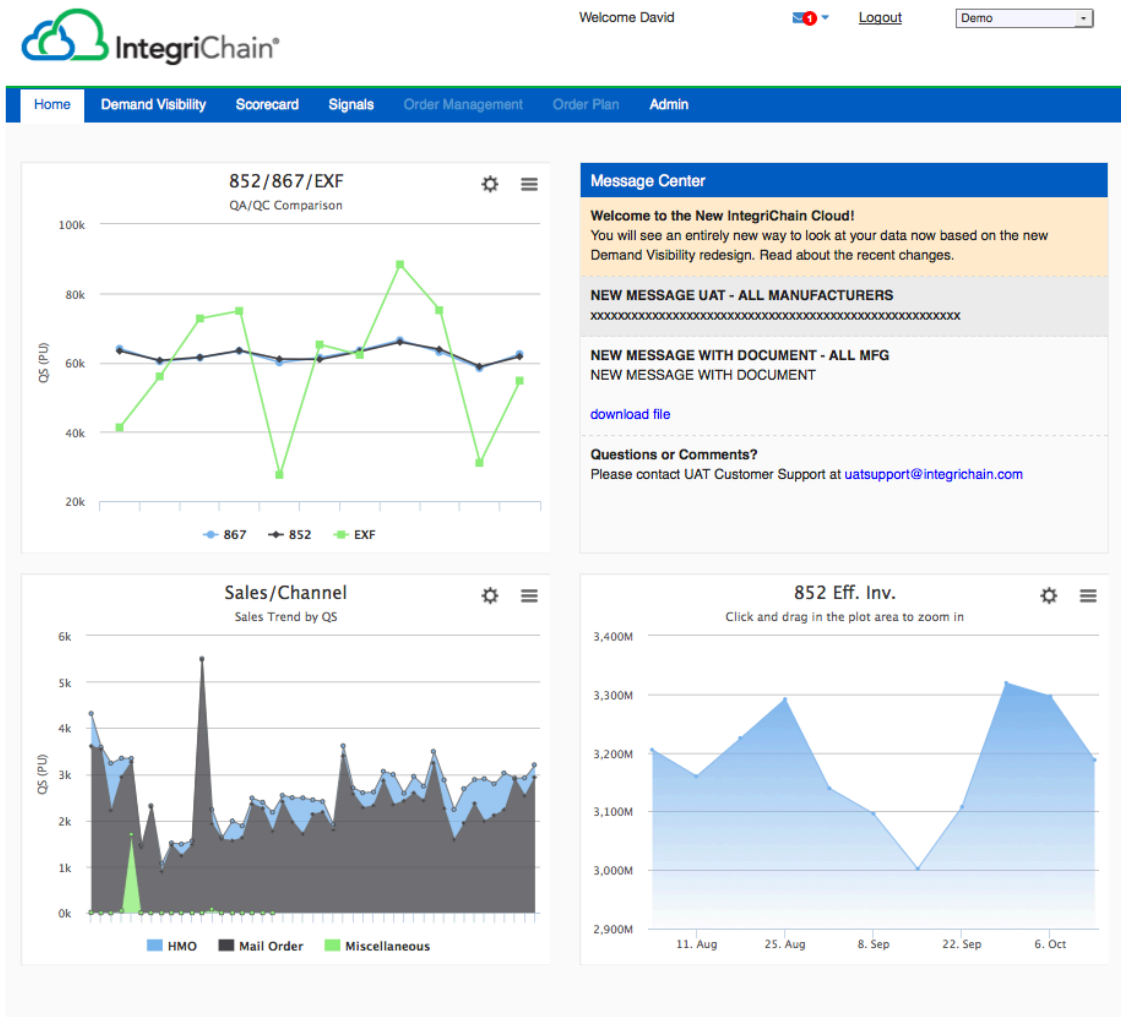
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**IntegriChain has a new look with easier navigation!**

The new IntegriChain Dashboard makes navigation a breeze and provides alerts and system status in the Message Center. Plus three new customizable widgets offer quick visual snapshots of your channel data:

- Sales trends by channel
- Effective inventory in the channel
- Distributor data accuracy

# NEW IntegriChain Dashboard



IC Cloud version 5.0.3.0

# Access IntegriChain Anytime, Anywhere

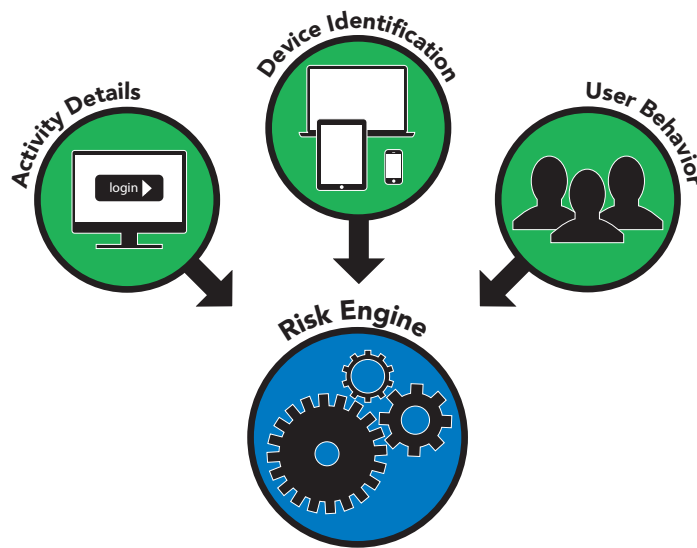
IntegriChain is now mobile-optimized. IntegriChain is compatible with HTML5-compatible browsers on leading smart phones and tablets, including iPhone®, iPad® and Android™ devices.



# Quick and Easy Authentication

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Risk-based authentication (RBA) makes access easier and more secure without using tokens. RBA applies analytics to assess a user's threat level and requests additional proof of identity.



# Simplify and Automate Collaboration

New report scheduling, sharing, and emailing means no need to login in. IntegriChain now offers report scheduling, sharing, and email distribution to simplify and automate the sharing of channel data and insights throughout the commercial organization, even to those who will never log-on to IntegriChain directly.

The screenshot shows the 'Schedule' configuration page in the IntegriChain interface. At the top, there are tabs for 'Queries' and 'Reports', a search bar, and a dropdown menu. Below this, the page title is 'Return to Morgue'. The 'Data Source' is listed as '852' and 'Shared' as '0 users'. The 'Updated' timestamp is '10/13/14 03:47 PM' and 'Scheduled' is empty. A row of icons (envelope, person, calendar, trash, pencil) is visible. The main section is titled 'Schedule' with the subtitle 'Schedule distribution of query results.' It includes a 'Send to:' section with 'Email' and 'Server' buttons. The 'Recipient(s):' field contains a list of names: Len Force, Josh Halpern, Digesh Kapadia, Kevin Leininger, and Anurag Mehta. The 'Frequency:' is set to 'Weekly'. The 'On:' field shows a calendar grid with 'Sun' through 'Sat'. The 'Every:' field is set to '1' week(s). The 'Start Date:' is '2014-' with a calendar icon. The 'End Date:' is empty, with a red note '\* Leave blank if no End Date'. The 'Time:' is '09:30' with a clock icon. A 'Save Schedules' button is at the bottom.

Queries Reports Search [dropdown] +

**Return to Morgue**  
Data Source: 852  
Shared: 0 users  
Updated: 10/13/14 03:47 PM  
Scheduled:

**Schedule**  
Schedule distribution of query results.

Send to:

Recipient(s):  
Len Force  
Josh Halpern  
Digesh Kapadia  
Kevin Leininger  
Anurag Mehta

Frequency: Weekly

On: Sun Mon Tue Wed Thu Fri Sat

Every: 1 week(s)

Start Date: 2014- [calendar icon]

End Date: [calendar icon] \* Leave blank if no End Date

Time: 09:30 [clock icon]

# Demand Sensing Analytics

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**IntegriChain's demand sensing capabilities address two issues facing the healthcare supplier market.**

- In the slower-growth healthcare environment, manufacturer operations and corporate performance are much more sensitive to small changes in inventory and demand.
- Reduced inventory levels in the channel create the need for excellence in inventory management to sustain both patient access to product and healthcare practitioner confidence.

To address these industry challenges, the new IntegriChain demand sensing capabilities offer guided contextual analytics, which are best practice demand analytics, to accelerate the interpretation of trade demand. Suppliers can now proactively and easily drill down into their channel data to analyze real-time channel fluctuations make informed and strategic decisions to improve business performance.

With IntegriChain, you can now make informed and strategic decisions with new pre-built best practice demand analytics.

# Analyze Growth Measures

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## What accounts for quarterly “sales in” change and is it an emerging trend, isolated event or seasonal change?

Determining whether demand is above or below trend on a timely basis is a leading indicator critical to many stakeholders across the commercial and finance organizations. Analysts need to contextualize what kind of trends are emerging, and which brands, SKUs, and trade partners are driving it. IntegriChain’s Growth Measures Reports can also be opened to sales, marketing and finance users for self-service reporting.

### Key Stakeholders

- National Accounts
- Order Management
- Finance
- Business Analytics
- Sales & Marketing
- Managed Markets

### Business Impact

- Closely monitor performance of seasonal products
- Support trade partner business reviews with robust business trend information
- Provide quick self-service visibility to Finance and leadership at key times of year
- Monitor performance during product launch, LOE, and other life cycle events
- Provide brand teams and commercial leadership an up to the day leading indicator of demand dynamics



# Growth Measures Reports

The Growth Measures reports offer a tabular dashboard displaying the most recent quarter of distributor sales, benchmarked against the same quarter in the prior year. The report also displays the most recent four quarters for additional context.

The Growth Measures reports are organized into the following filters:

- Trade Partner
- Brand
- SKU

The reports are available in: historical WAC sales (WAC-h) and pack units (PU).

Brand Growth by WAC-h	Trade Partner by WAC-h	NDC by WAC-h
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## Growth Measures by Brand

Brand	Last 52 Weeks Qty Sold WAC-h	Last 13 Weeks Qty Sold WAC-h	13 Week vs Last Year	PU Performance
BRAND A	\$871,748,524.59	\$715,815,991.76	-21.78 %	↓
BRAND B	\$33,528,402.72	\$27,633,673.38	-21.33 %	↓
BRAND C	\$192,655,687.05	\$228,733,240.95	15.77 %	↑
BRAND D	\$7,212,155.30	\$6,655,717.95	-8.36 %	↓
BRAND E	\$124,955.88	\$110,494.44	-13.09 %	↓
BRAND F	\$14,014,715.82	\$3,153,679.48	-344.39 %	↓
BRAND G	\$556,411,788.70	\$2,716,908.73	-20,379.59 %	↓
BRAND H	\$158,576,859.45	\$152,180,548.92	-4.20 %	↓
BRAND J	\$184,757,636.31	\$333,422,494.86	44.59 %	↑
BRAND K	\$676,610,314.38	\$608,136,760.44	-11.26 %	↓
BRAND L	\$167,062,096.32	\$154,958,534.73	-7.81 %	↓
BRAND M	\$109,829.28	\$193,335.84	43.19 %	↑
BRAND N	\$18,500.00	\$0.00	0.00 %	—

# Monitor Performance Measures

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## How might weekly changes in distributor withdrawals impact orders, allocations, and demand changes over time?

Monitoring weekly and monthly trade partner withdrawals and transactions provides enhanced visibility into demand changes and speculative purchasing as well as the business context for order allocations decisions. Trade business analysts can use the IntegriChain Measures Reports (to understand weekly fluctuations by trade partner, brand, and SKU within the context of the last week, last month, and last year.

### Key Stakeholders

- National Accounts
- Order Management
- Finance
- Business Analytics

### Business Impact

- Provide context to order management decisions
- Streamline allocation situations
- Provide quick self-service visibility to Finance and leadership at key times of year
- Closely monitor performance for seasonal products
- Catch signals of downstream price speculation
- Monitor performance during product launch, LOE, and other life cycle events

# Performance Measures Reports

The Performance Measures reports offer a tabular dashboard of distributor sales by:

- Trade Partner By Week and By Month
- Brand By Week and By Month
- SKU By Week and By Month

The tabs display the most recent period to date and a variety of historical benchmarks.

*Current week compared to*

- Prior week
- Prior 13-week average
- Same week last year
- Prior week last year

*Current month compared to*

- Prior month
- Prior 3-month average
- Same month last year
- Prior month last year

The reports are available in: historical WAC sales (WAC-h) and pack units (PU).

Brand by Week (PU)	Brand by Month (PU)	Trade Partner by Week (PU)	Trade Partner by Month (PU)	NDC by Week (PU)	NDC by Month (PU)
<b>By Week</b>					
Brand	Week to Date	13 Complete Week Avg	Same Week Last Year (Current We...	Last Week	Same Week Last Year (Last We...
BRAND A	10,315	32,163.77	38,186	32,705	35,487
BRAND B	0	833.69	929	2	918
BRAND C	2,808	9,751.08	7,847	10,194	7,243
BRAND D	335	1,147.77	1,233	1,154	1,082
BRAND E	24	80.08	80	84	79
BRAND F	64	247.92	564	284	658
BRAND G	---	39.54	5,875	---	6,534
BRAND H	16,386	44,690.92	45,939	44,961	41,864
BRAND J	3,470	11,731.62	6,735	13,214	6,341
BRAND K	12,506	41,449.92	46,172	44,895	42,980
BRAND L	5,040	15,406.92	15,819	16,383	14,260
BRAND M	8	34.69	24	55	31
BRAND N	0	0.00	0	0	0

# Investigate Sales Trends

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## What trends or patterns emerge by viewing weekly distributor sales by brand or SKU over the last 52 weeks?

The Sales Trend Reports allow users to visually examine distributor product sales trends itemized by trade partner, brand, and SKU.

The reports also include filters that can be used to segment the specific brands or accounts they'd like to see. For example, the user might want to see the 52-week trend for Brand X, Y, and Z for Wholesaler ABC and Distributor DEF broken down for the first half of the year.

### Key Stakeholders

- National Accounts
- Order Management
- Finance
- Business Analytics

### Business Impact

- Support trade partner business reviews with robust business trend information
- Provide quick self-service visibility to Finance and leadership at key times of year
- Monitor the impact of changes in distribution channel relationships on overall demand trends
- Monitor sales/withdrawal trends during product conversion initiatives
- Monitor performance during product launch, LOE, and other life cycle events
- Visually identify abnormal build/burn cycles, price spec

# Sales Trends Reports

The Sales Trend Reports offer a graphical trend line report showing weekly sales over a rolling 52-week period organized by:

- Trade Partner
- Brand By Week
- SKU By Week

The report is available in: historical WAC sales (WAC-h) and pack units (PU).

Brand by Week (PU)	Brand by Month (PU)	Trade Partner by Week (PU)	Trade Partner by Month (PU)	NDC by Week (PU)	NDC by Month (PU)
By Week					
Brand	Week to Date	13 Complete Week Avg	Same Week Last Year (Current We...	Last Week	Same Week Last Year (Last We...
BRAND A	10,315	32,163.77	38,186	32,705	35,487
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# Explore National Key Drivers

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## Which downstream customers account for the largest variability to upside or downside withdrawals from my distributors?

Understanding the sales dynamics of downstream customers and downstream channels is a critical need for account management, customer service/supply chain, forecasters, and senior management. The National Key Drivers Report addresses the following needs:

- Which downstream customers, brands, SKU, and channels account for above/below trend trade partner withdrawals over the past month, three months, six months, or year?
- Which account for the largest percent or share volume change period over period?
- How do like customers, trade partners, and products compare relative to one another?

### Key Stakeholders

- National Accounts
- Channel Operations
- Finance
- Business Analytics

### Business Impact

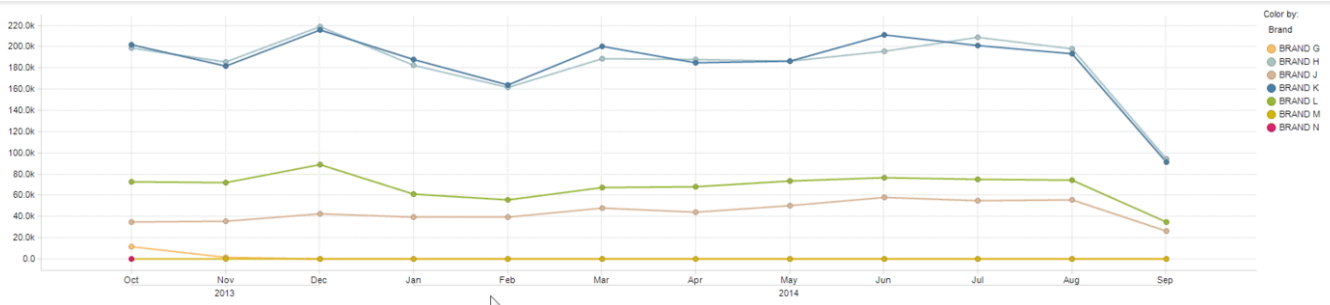
- Explain changes in demand at a trade partner and inform decisions on their orders
- Identify chains whose growth is lagging the overall market during launch and key product wins – seek opportunities with those chains to bring performance in line with the market

# National Key Drivers Report

The report combines an interactive tabular dashboard view with drill-down to historical trend. It displays period over period enriched “sell out” (i.e., IntegriChain National) across the following tabs:

- Trade Partner
- Parent
- Brand
- Channel

Brand Key Driver    Parent Key Driver    Trade Partner Key Driver    Channel Key Driver    Calculations						
Select Comparison: Last 6 Months vs Previous 6 Months		Select Unit of Measure (UOM): ECS Qty Sold (PU)				
Brand	Last 6 Months	Previous 6 Months	Change	Change %	% of Total for Current 6 Months	Share of Change
BRAND A	828,229.00	1,088,755.00	-260,526.00	-23.93 %	20.94 %	27.95 %
BRAND B	10,495.00	13,168.00	-2,673.00	-20.30 %	0.27 %	0.29 %
BRAND C	248,936.00	287,824.00	-40,988.00	-14.24 %	6.34 %	4.49 %
BRAND D	29,952.00	35,894.00	-6,942.00	-19.06 %	0.73 %	0.73 %
BRAND E	2,261.00	3,167.00	-906.00	-28.61 %	0.06 %	0.10 %
BRAND F	6,618.00	12,668.00	-6,050.00	-47.76 %	0.17 %	0.65 %
BRAND G	196.00	13,445.00	-13,259.00	-98.62 %	0.00 %	1.42 %
BRAND H	1,071,280.00	1,324,644.00	-253,364.00	-19.14 %	27.08 %	27.21 %
BRAND J	290,381.00	254,290.00	36,091.00	14.19 %	7.34 %	-9.25 %
BRAND K	1,867,384.00	1,336,178.00	531,206.00	39.82 %	27.08 %	28.79 %
BRAND L	491,174.00	486,019.00	5,155.00	1.06 %	10.14 %	9.10 %
BRAND M	1,013.00	1,217.00	-204.00	-16.76 %	0.03 %	0.02 %
BRAND N	2.00	2.00	0.00	0.00 %	0.00 %	0.00 %
Grand total	3,955,317.00	4,887,561.00	-932,244.00	-19.07 %	100.00 %	100.00 %



# Conclusion

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With the IntegriChain Cloud, channel data is more immediately accessible and actionable for more stakeholders in your organization to receive real-time business insights—not just historic analysis. By using IntegriChain, you can sense daily fluctuations in product demand and inventory and immediately understand their underlying context through contextual and exception-driven analytics. In addition, you can extend the power of these channel insights to mobile users and through sharing and collaboration.

**To learn more about the latest release of the IntegriChain Cloud, the leading channel management cloud, contact us for your personalized demo at 609.986.2014.**



IntegriChain is the leading channel management cloud used by healthcare suppliers to manage relationships, inventories, and orders across retailers, ecommerce, and distributors. As a suite of informed applications built on top of channel inventory and point-of-sale (POS) data, IntegriChain helps to control the high cost of product distribution while improving product availability. Learn more at [www.integrichain.com](http://www.integrichain.com).

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