

# 867 Data for Detailed Sales Reporting

## COMPREHENSIVE SALES REPORTING

- Obtain insight into product sales from distribution centers into outlet locations (pharmacies, hospitals, clinics, etc.).
- Determine seasonality trends throughout the product lifecycle.

## SUPPORT CRITICAL FINANCIAL REPORTING

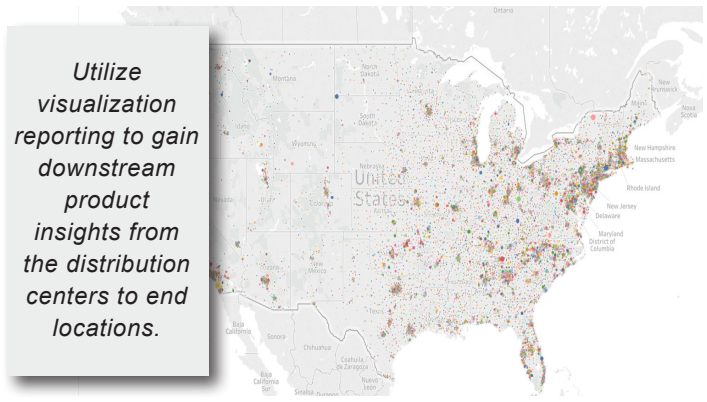
- Measure contract performance to further capitalize on downstream data assets.
- Assess manufacturer exposure to 340B program.

## SALES FORCE ALIGNMENT

- Leverage 867 sales data to assess the effectiveness of your sales force.
- Integrate account ownership and zip-to-territory alignments to measure sales performance and drive increased sales in specific markets.

## MASTER DATA MANAGEMENT

- Consolidate and cleanse all reported outlet locations to provide a complete view of the end customers.
- Identify and differentiate 340B activity in downstream data; leveraging latest machine learning practices.



## Key Business Benefits



Assess the effectiveness of sales and marketing spend across custom territories and regions.



Align sales efforts with integrated zip-to-territory reporting.



Improve sales predictability, analyze forecasting efforts, and perform product trending.



Gain a clear view of cleansed and consolidated sales at the outlet or entity level.



Obtain complete visibility into all downstream customer sales.

**+** ENHANCED SERVICE



Gain key product insights into specific customers and classes of trade.

**+** ENHANCED SERVICE

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## Enhanced Services

### Additional Modules for Detailed Sales Reporting



#### Market Visibility-

ValueCentric's Market Visibility (MV) module provides a complete view of end customer activity by reporting estimated store level sales when actual data is unavailable. MV reports weekly sales at the outlet level.

#### KEY BENEFITS

- Gain a complete view of sales into outlets, including those traditionally blinded.
- Highest data accuracy available validated with actual pharmacy data.



#### Class of Trade-

ValueCentric's Class of Trade module provides product performance reporting by outlet type, enabling ease of reporting on complex 867 data sets. An in-depth understanding of each entity and flexible architecture allows ValueCentric to create and manage custom classes of trade.

#### KEY BENEFITS

- Make comparisons across outlet categories such as pharmacies, hospitals, clinics, etc.
- Rapidly identify the most productive classes and outlets for your product.

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