

# MARKET VISIBILITY

ValueTrak’s Market Visibility (MV) module provides a complete view of end customer activity by reporting weekly estimated store level sales when actual data is unavailable. Our comprehensive data assets and proprietary methodology, and our ability to validate results using actual pharmacy data, provide customers with the industry’s leading Market Visibility solution.

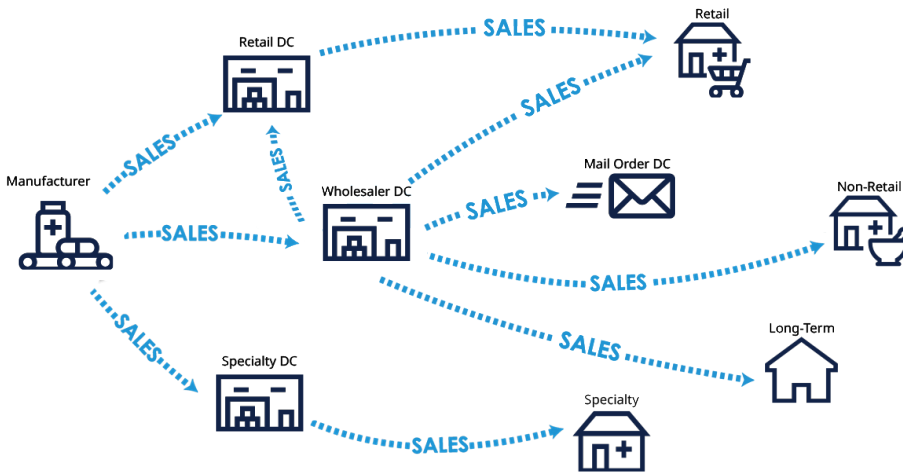
## INDUSTRY CHALLENGE: LACK OF VISIBILITY

	Sales-In	Inventory		Sales-In	Inventory
Wholesaler DC	Full	Full	Retailer	Incomplete	Incomplete
Retail DC	Incomplete	Incomplete	Non-Retail	Incomplete	Incomplete
Specialty DC	Full	Full	Long-Term Care	Incomplete	Incomplete
Mail Order DC	Incomplete	Incomplete	Specialty Pharmacy	Full	Incomplete

Resulting in:

- Reduced revenue and patient access
- Excess inventory and returns
- Erroneous financial reporting
- Investor expectations misaligned with performance
- Inability to respond to market events

## MARKET VISIBILITY SERVICES: ACCURATE AND TIMELY



### SALES:

- 867 actual sales
- Store-level sales
- By COT & chain

### PIPELINE INVENTORY:

- Channel Level
- Chain Level
- Store Level

### RETURNS FORECASTING:

- National Level
- Channel Level
- Chain Level

## KEY BUSINESS BENEFITS

- Obtain downstream inventory estimates for accurate financial accruals and returns mitigation.
- Get a complete view of sales, including outlets traditionally blinded.
- Optimize stocking strategies with high fidelity sales estimates.

- Rely on highest data accuracy available, validated with actual pharmacy data.
- Strengthen launch planning and stocking strategies.

### CONTACT US

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