FORECASTING AND PLANNING FOR PHARMACEUTICALS

A case-study in partnership with Cogent Consulting

Eliminate Spreadsheets

Save valuable time in developing deliverables. Eliminate problems with securely distributing and updating models. Reduce the likelihood of user introduced errors. Update the data underpinning the models in real-time.

Collaborate with users

See when and how users are using the model. Encourage collaboration and sharing within teams. Provide tools that support rapid scenario planning and comparison. Engage higher role users by giving them executive views that roll-up from other users.

Recurring Revenue

Switch to an ongoing relationship with clients and gain the recurring revenue associated with it.
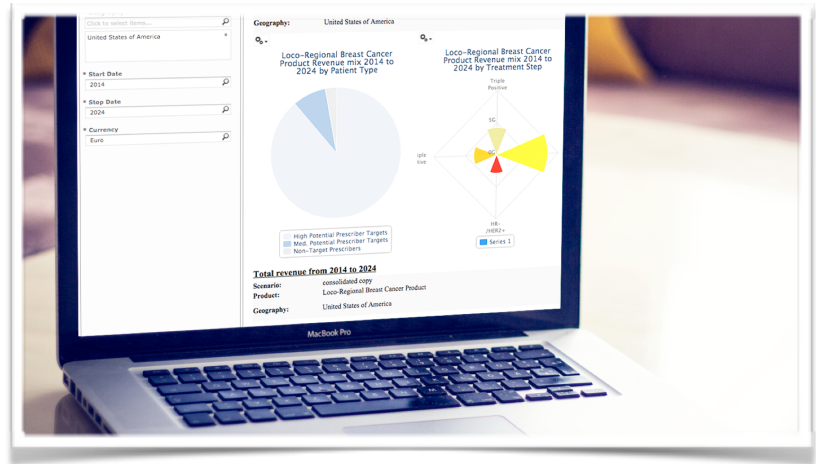
The Problem:

Cogent Consulting was offering its clients an excel-based model for planning and forecasting pharmaceutical sales in various countries. The model relied on substantial amounts of data to provide projections for a single country on an annual basis. This model took roughly 45 seconds to update to reflect a change in assumptions (such as a change in launch date). Clients were requesting even more detailed analyses at the monthly level and asking to combine inputs from up to 20 countries into a global scenario. Cogent felt that its excel based models would not scale to the task.

In addition, Cogent had struggled with knowing which users had access to its model. When a new version was created or a problem fixed in an old version, Cogent had difficulty ensuring that the latest version was in the hands of all users.

Finally, Cogent wanted to engage more levels of users by allowing them to easily compare multiple scenarios for decision-making and roll-up scenarios to get a higher-level picture. The excel-based model was not conducive to doing a roll-up from inputs from multiple users or to rapidly comparing numerous scenarios.

Cogent Consulting

www.cogentconsult.com

Cogent Consulting is a boutique consulting company specializing in the pharmaceutical and life-science industry. One of Cogent's offerings is a patient-based model for forecasting and making decisions around pharmaceutical product launch and marketing. Cogent was designing and delivering these models to its customers in Excel. In 2015, Cogent transitioned to using the RedBand platform for its patient market models.

"Redband's platform has been a very flexible tool for Cogent to create & customize models that serve different clients with different needs. The platform has enabled Cogent and its clients to conduct scenario planning, forecasting, and similar tasks in a fraction of the time it would normally take with traditional Excel & PPT software. It is a great way to foster collaboration among multiple users through creating shared vs. private work areas for each individual user."

-Christian Neckermann (Founder)

The Solution:

Cogent partnered with RedBand to move from its excel-based model for forecasting sales and modeling opportunities to the RedBand platform. The resulting software-as-a-service offering allowed users to rapidly compute and compare scenarios with tens of millions of data-points, share and comment on one another's scenarios, and roll-up country-level scenarios to get global forecasts.

Country managers were able to produce production and revenue forecasts for their countries. Global managers could roll them up to see regional and global product performance. Users could assess the impacts of moving a launch date or focusing investment (and regulatory approval) on specific disease indications, prescriber segments, or patient populations.

Together Cogent and RedBand have delivered the offering to a number of pharmaceutical companies ranging from those launching their first products to top 10 pharmaceutical companies worldwide.

The Benefits:

Cogent solved its immediate challenge of handling more data in its forecasting models. Additionally, Cogent was better able to track the usage of the model and improve model support by ensuring that all users were on the same version and would instantaneously receive changes and updates.

The software platform proved to be a competitive advantage. One business-unit selected Cogent over lower-priced competitors in part because of the collaboration advantages of the software. Cogent was able to pursue an ongoing revenue model with its clients using the software; thereby maintaining a relationship with the client long after the initial engagement had concluded.