

## Sales Operations Process Improvement

A major Pharmaceutical Company's realignment process began with the use of the ZS MAPS program to select and adjust geographic territories. The MAPS database was initially loaded with data from the corporate Data Warehouse. Once the territories were adjusted, the data in MAPS is then manually exported into an Excel-based file system that is stored on a local file server. This file is then manually manipulated by Sales Operations based on requirements provided by field and home office management. Once the data is deemed satisfactorily correct, it is then manually loaded into production to the main business Data Warehouse.

Since several of the steps identified above are performed manually, the potential for human error was significant. Because of the snapshot-review process including manual adjustments, the data that the users work with is typically 3 to 4 months old. As such, the alignment adjustments are being performed with older data which may not reflect current operations.

Interphase designed a new architecture for dealing with the realignment data files, which would significantly reduce these issues and produce a faster, more agile realignment process for customers. Interphase consultants modified the process so that the MAPS system receives its data directly from the main data warehouse. In addition, the Interphase solution eliminated the manual Excel-based processing and instead facilitated the transfer of data from MAPS to a test area in a staging database. Using the Realignment Data Manager Application, Sales Operations now has the ability to make alignment changes to the data. Plus, a built-in reporting module provides the ability to validate the proposed alignment.

From a long-term perspective, this new architecture supports more functionality such as providing a web-based view of the proposed alignment to the field managers, enabling the ability for them to have more time to view the proposed alignment, and make comments or suggestions.

As this new system evolves, our customer has experienced several significant improvements including:

- a faster, more robust Realignment process,
- more current data,
- less rework,
- better integration with its systems partners (ZS, 3Ci, Synegy, etc.), and other internal systems such as CRM, and Rosters.

