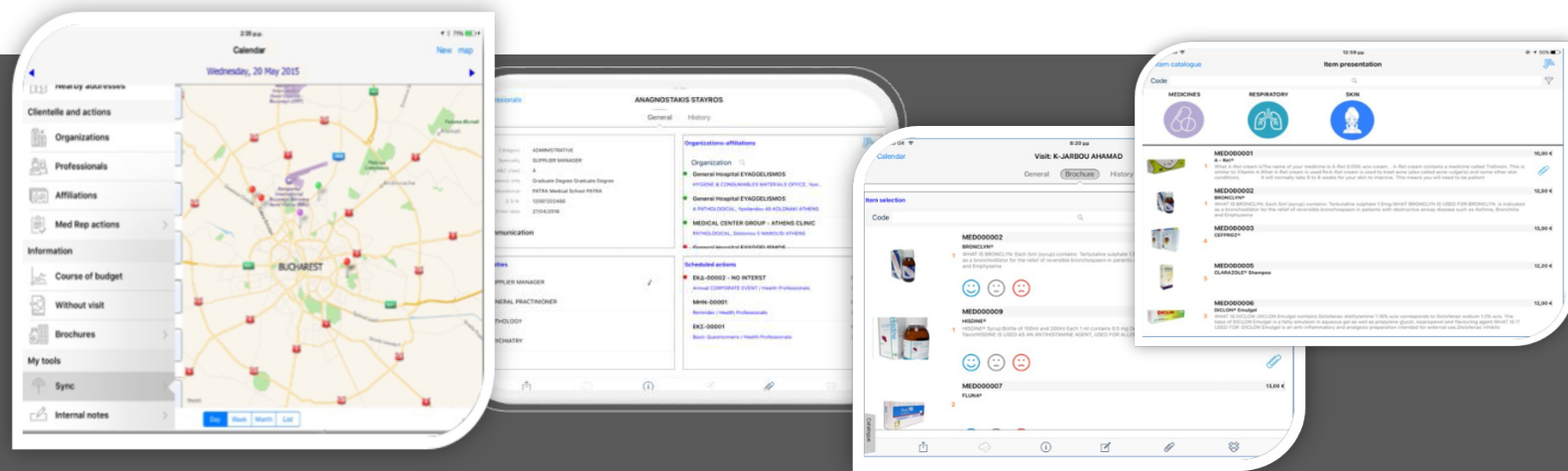# ENTERSOFT

The next generation solution for the pharma sector

Medical Representative

Frontend Mobile Device

- Business relationships - Health professionals - Organizations & health care providers

- Territory management - visit planning

- Visit calendar - geographical depiction on the map

- Scheduled visit actions (detailed data, products, brochures, attachements)

- Questionnaires for data collection - many question types per section, mandatory questions, complaints, product responses

- Visit history for the same spot with quick and easy access

- Product catalogue (pictures, characteristics, guidelines, search) - promotional materials library

- Immediate overview of future actions

- Subscriptions (participations) in forums

- Easy filling out of expense sheets by reps

- Goal tracking with medical rep evaluation indicators by region, time frame, % of completion etc

The next generation solution for the pharma sector

Medical Representative

Back end

Strategic planning of sales & marketing actions (pricing & discount policies, promotional actvities, credit policies, return policies

Organization of the necessary infrastructure (visit plan organization, goal targeting, workflows, supervisors, responsibilities and privileges of representatives, Action wizards per territory, product group, medical specialty)

Execution of marketing & sales actions (sampling, merchandising, questionnaires) and **research analysis** with digging into research responses per health care organization and professional

Ready, real-time reporting per individual, group and overall performance and response of visits, for targeted decision making

Visit and sales data exploitation for **market segmentation** with business intelligence tools (RFM analysis, ABC analysis, flexible segmentation tools) and targeted marketing campaigns