



# BUSINESS INTELLIGENCE



**PHOENIX** group

PROVIDES THE  
INSIGHTS TO  
MAKE BETTER  
BUSINESS  
DECISIONS

# OPTIMISE

your portfolio, positioning and  
market access through understanding

Ensure

## PRODUCT AVAILABILITY

by ensuring supply chain management

Optimise your promotional

## RESOURCES

through commercial excellence

Ensure a high-quality monitoring in

## REAL TIME

of your product performance



## Portfolio Management

### Optimise Portfolio

- Right Markets
- Right Products
- Positioning
- Market Access incl. pricing /outcomes

## Commercial Excellence

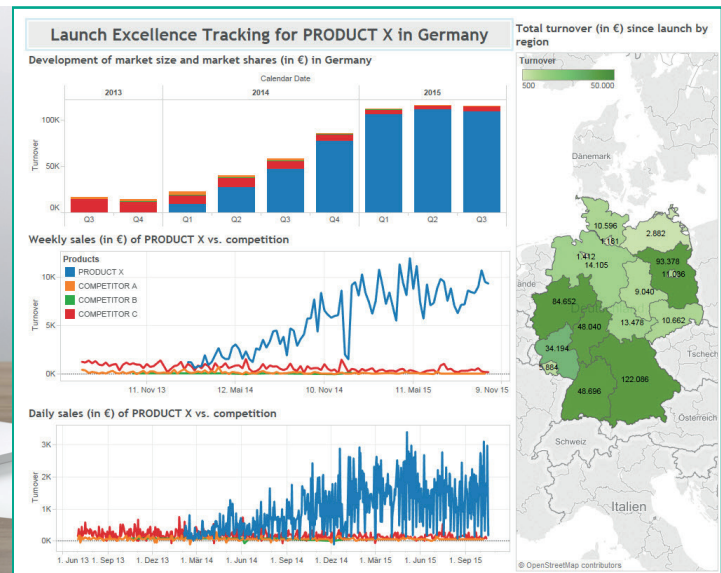
### Optimise Ressources

- Benchmarking Performance
- Launch Excellence
- Targeting/ Segmentation
- ROI Analysis

## Operational Excellence

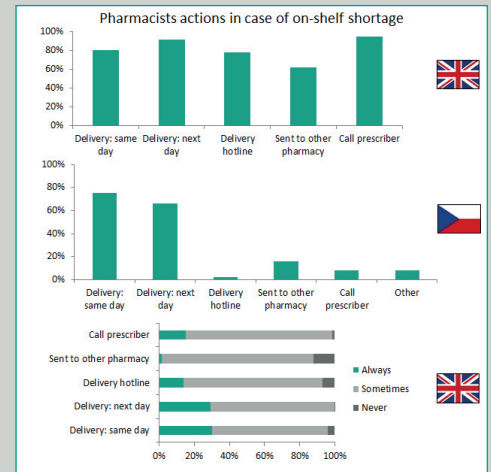
### Distribute to Customer efficiently /effectively

- On-shelf availability
- Stock Optimisation
- Online vs. Pharmacy
- Hospital vs. Retail
- Healthcare @ home



# BUSINESS INTELLIGENCE

- ✓ **Real time data** to make **better business decisions**
- ✓ **Dynamic view of the market**
- ✓ **Patient centric insights**
- ✓ **End to end visibility**
- ✓ **Detailed view of markets**
- ✓ **Tailor made solutions**
- ✓ **Full view of supply chain**



For more information about PHOENIX All-in-One visit [www.phoenix-all-in-one.eu](http://www.phoenix-all-in-one.eu)

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