

MMAS

Micro Marketing Analysis System



MARKETING[®]
— & —
TELEMATICA

ITALIAN HEALTH AND BEAUTY
PHARMACY RETAIL CHANNEL



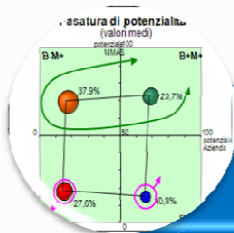
farmacia-parafarmacia

A Trade Business Intelligence model for marketing and sales,
based on a channel analytic census.





Project Development



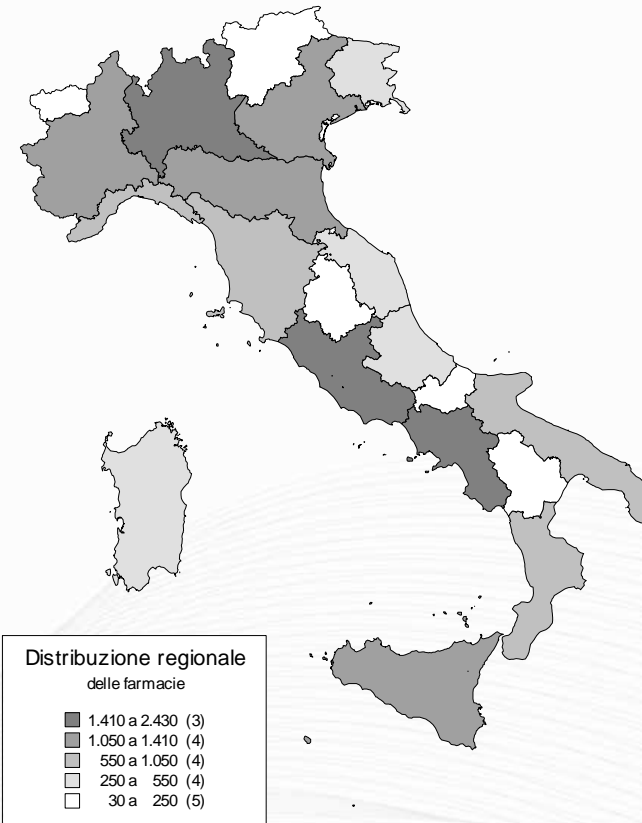
Customer and Zone Analysis



Database MMAS



- Quality and quantity analysis of the channel, based on the **census** of 17.603 pharmacies.
- 14.322 Point of Sales (>81%) have complete interview record.



- Telephone interview to each Point of Sales



- Each interview collects two types of data:
 - **Quantitative** (e.g.: n° employees)
 - **Qualitative** (e.g.: service



- Classification of the Pharmacy
- Buying group does it belong (co-op)
- Number of employees (graduated, non graduated, at the counter and warehouse)
- Number of prescriptions per month
- Number of shop windows,
- Area of the shop (sq. m),
- Area of the warehouse (sq. m),
- Services offered, e.g. appointment booking through National Health Service, home delivery of medicines.
- Opening hours (identification of those that are open 24hours a day)
- Buying channels for OTC and toiletries (manufacturer/distributor, wholesaler, co-op)
- Number of specialized staff per category
- First brands carried (top of mind) in: OTC, cosmetics, nutrition, medical, herbal, pediatrics, alternative medicine.
- Year of last refit of the pharmacy
- Use of computer, e-mail address, Web site

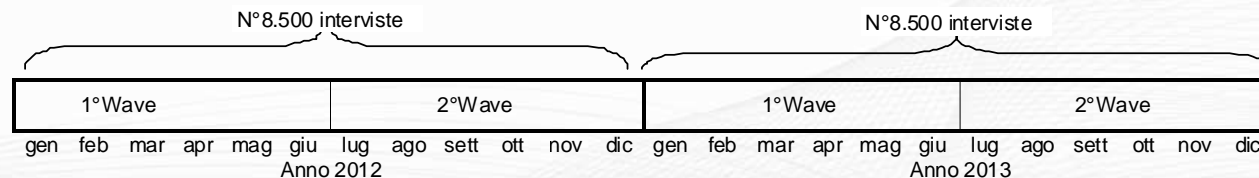


- To **identify areas** of possible brand expansion
- To position in **ABC curve** all the shops located in the area referred on selling potential
- To evaluate **competitor** presence
- To locate **targets** for specific marketing actions
- To define representatives' sales target and geographical coverage

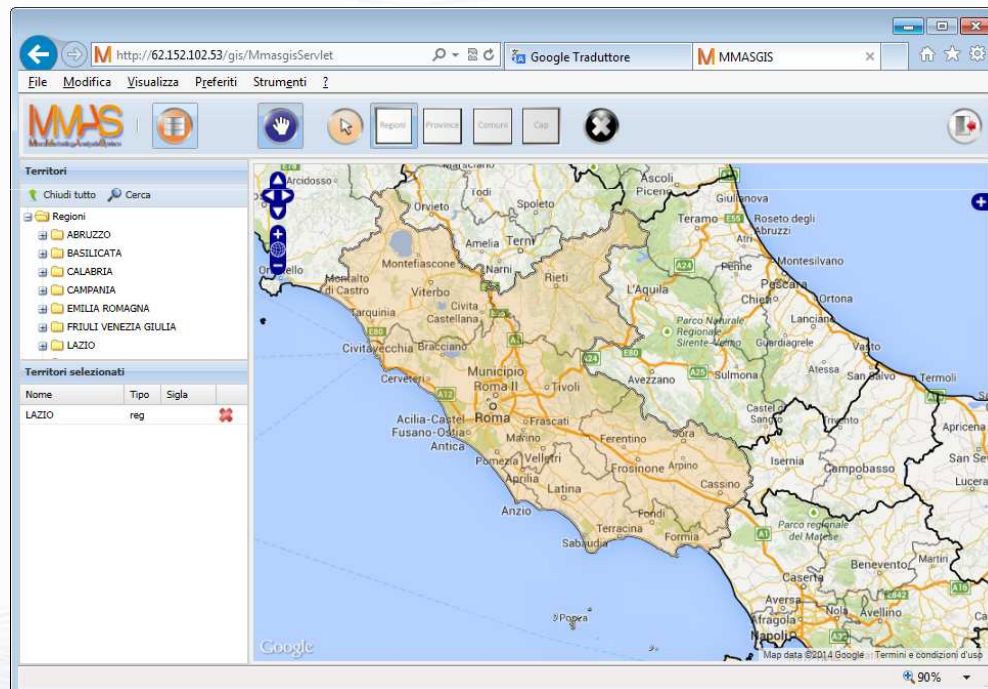


MMAS RP - Revolving Panel offers:

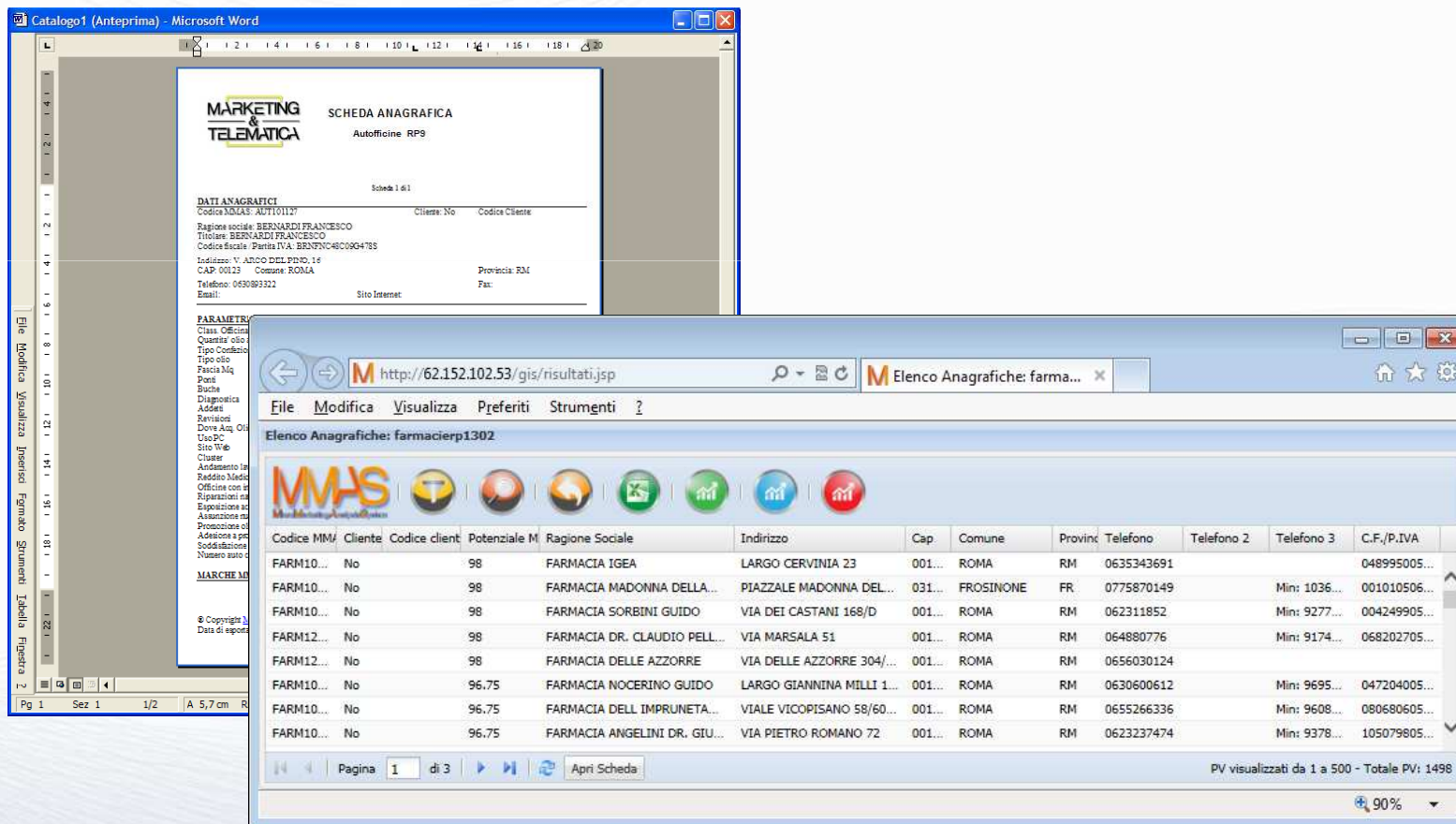
- Regular review of database - **every 6 months** – to ensure the data is continually aligned to the changing market.
- Non standard information - **by inserting 1 or more specific questions** - as requested by the client.



- MMAS GIS is the M&T geomarketing software, really friendly to use and specifically built to access to MMAS databases.
- It works assembling together basic micro territory (UTB).



- MMAS GIS allows you to select datasheet of point of sales and export them to Word or Excel.



The screenshot displays the MMAS GIS web application interface. On the left, a Microsoft Word window titled 'Catalogo1 (Anteprima) - Microsoft Word' shows a preview of a document titled 'SCHEMA ANAGRAFICA' for 'Autofficine RPS'. The document contains the following data:

DATI ANAGRAFICI
 Codice MMAS: AUT10112? Cliente: No Codice Cliente:
 Ragione sociale: BERNARDI FRANCESCO
 Titolare: BERNARDI FRANCESCO
 Codice fiscale: Partita IVA: BERNARDI FRANCESCO0904788
 Indirizzo: V. ARCO DEL PRIN. 14 Provincia: RM
 CAP: 00123 Comune: ROMA Telefono: 0430893322 Fax:
 Email: Sito Internet:

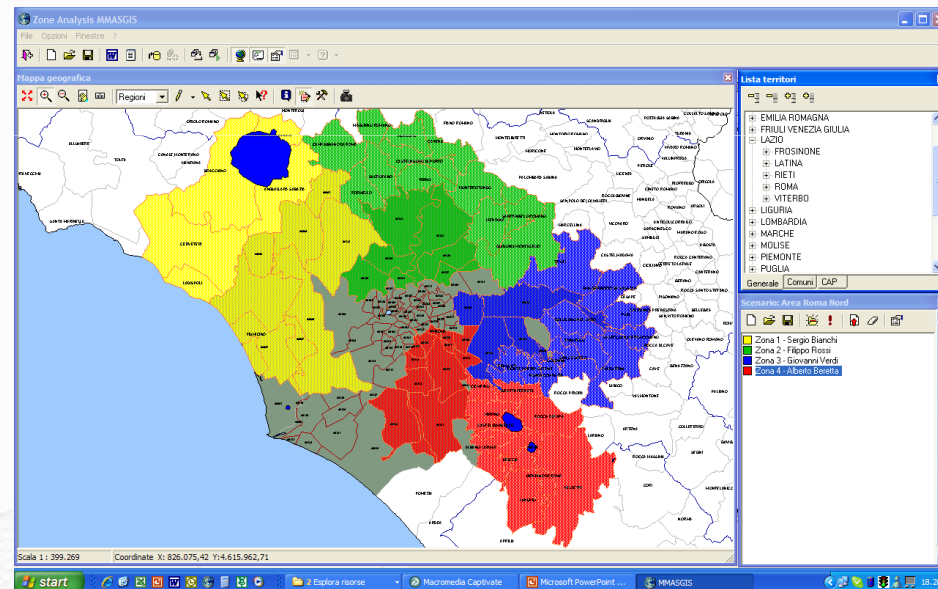
On the right, the MMAS GIS web browser window shows a list of pharmacies. The browser address bar is 'http://62.152.102.53/gis/risultati.jsp' and the page title is 'Elenco Anagrafiche: farma...'. The table below lists the data:

Codice MM	Cliente	Codice client	Potenziale M	Ragione Sociale	Indirizzo	Cap	Comune	Provinc	Telefono	Telefono 2	Telefono 3	C.F./P.IVA
FARM10...	No	98		FARMACIA IGEA	LARGO CERVINIA 23	001...	ROMA	RM	0635343691			048995005...
FARM10...	No	98		FARMACIA MADONNA DELLA...	PIAZZALE MADONNA DEL...	031...	FROSINONE	FR	0775870149		Min: 1036...	001010506...
FARM10...	No	98		FARMACIA SORBINI GUIDO	VIA DEI CASTANI 168/D	001...	ROMA	RM	062311852		Min: 9277...	004249905...
FARM12...	No	98		FARMACIA DR. CLAUDIO PELL...	VIA MARSALA 51	001...	ROMA	RM	064880776		Min: 9174...	068202705...
FARM12...	No	98		FARMACIA DELLE AZZORRE	VIA DELLE AZZORRE 304/...	001...	ROMA	RM	0656030124			
FARM10...	No	96,75		FARMACIA NOCERINO GUIDO	LARGO GIANNINA MILLI 1...	001...	ROMA	RM	0630600612		Min: 9695...	047204005...
FARM10...	No	96,75		FARMACIA DELL IMPRUNETA...	VIALE VICOPISANO 58/60...	001...	ROMA	RM	0655266336		Min: 9608...	080680605...
FARM10...	No	96,75		FARMACIA ANGELINI DR. GIU...	VIA PIETRO ROMANO 72	001...	ROMA	RM	0623237474		Min: 9378...	105079805...

The interface also includes a sidebar with navigation options like 'File', 'Modifica', 'Visualizza', 'Preferiti', and 'Strumenti'. At the bottom, it shows 'Pagina 1 di 3' and 'PV visualizzati da 1 a 500 - Totale PV: 1498'.



- Zone Analysis module displays Company's Sales Force Organization on a digital map, to let an evaluation of performances in any single area.
- The *simulation is simple to steer* and sales environment is easy to update



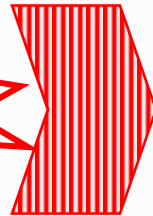
Company's Customer Data Base



MMAS Data Base



MATCH FILE



- Cross Selling
- Fidelity project
- Customer retention
- Abandon rate monitor

CUSTOMER MANAGEMENT

MARKET KNOWLEDGE

MMAS

SALES FORCE ADVISING

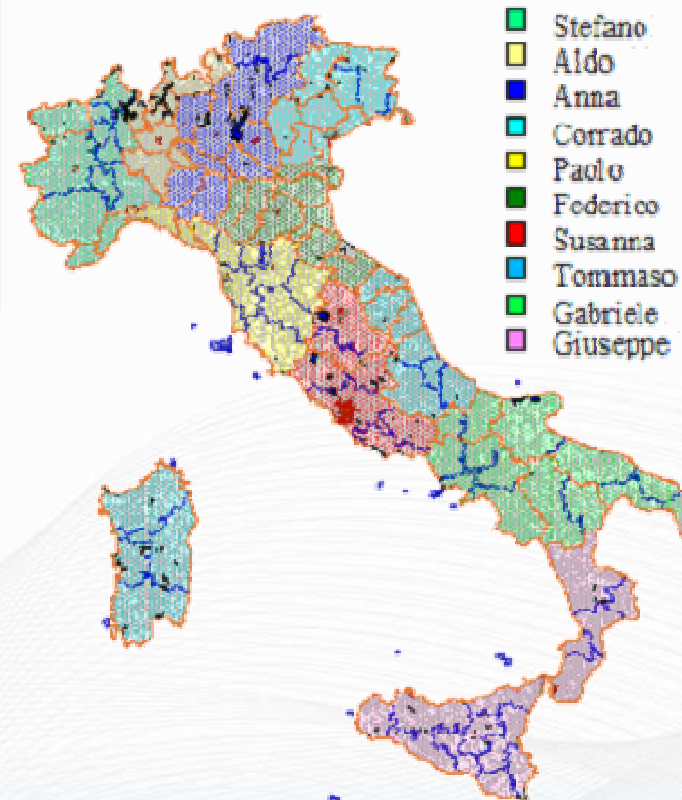
- Targeting
- New channel widening
- Geomarketing
- Assessment
- Coaching and mentoring

- Customer Value and Cluster Analysis
- Data Mining
- Competitor cohabitation
- Opportunity release



- This report shows an example of sales area analysis.
- Percentages of excellence highlighted (numerical value based on the census)

Nome zona	Numerosità PV	Numerosità clienti	%Cii/PV
Aldo	889	192	21,6%
Anna	679	187	27,5%
Corrado	617	188	30,5%
Federico	642	160	24,9%
Gabriele	986	221	22,4%
Giuseppe	653	144	22,1%
Paolo	795	252	31,7%
Stefano	699	186	26,6%
Susanna	1.057	242	22,9%
Tommaso	551	158	28,7%
Totale	7.568	1.930	25,5%



- This example shows the **potential rate** to perform the best result in each salesman's area.
- It's based on: 1) the density of the target population in each micro territory 2) weighted considering the point of sale's potentiality 3) the performance of the Pivot salesman (Paolo)

Nome Zona	Comuni	Totale PV	N° clienti	Potenziale MMAS	Fatturato 2008	Fatturato per Punto MMAS	Fatturato Potenziale Teorico	Sales Performance Rate
001 - Luca	332	418	57	1.921	173.438	90	324.657	53%
004 - Paolo	157	352	111	1.690	286.299	169	285.669	100%
015 - Gianni	405	654	48	3.158	210.679	67	533.660	39%
020 - Pierpaolo	92	441	56	1.838	164.128	89	310.605	53%
034 - Annibale	306	516	119	2.458	353.935	144	415.318	85%
038 - Francesco	141	272	50	1.221	199.510	163	206.366	97%
067 - Antonino	671	929	106	3.503	481.845	138	591.973	81%
089 - Daniele	375	731	129	2.200	275.171	125	371.825	74%
408 - Marco	900	1.297	132	5.095	195.231	38	861.004	23%
421 - Andrea	408	468	86	2.218	93.101	42	374.791	25%
424 - Gianmarco	567	1.711	115	7.449	212.313	29	1.258.915	17%
426 - Massimo	68	395	47	1.413	167.830	119	238.763	70%
432 - Federico	104	511	45	1.863	121.563	65	314.881	39%
434 - Armando	249	451	27	1.962	53.190	27	331.637	16%
Zona Non Allocata Prov. Milano	16	66	-	278	-	-	-	-
	4.791	9.212	1.128	38.266	2.988.233	93	6.420.065	47%



- New business contacts development for salesmen on selective target
- Saving each salesman autonomy (follow his sales plan)
- With the primary assumption to maintain the focus on the target, **“Close to the lead”** avoiding to loose any contact.



AGENTE	Giovedì 26	Martedì 1	Mercoledì 2
Bianchi Antonio	monte sant'angelo	San Severo	Lucera
Rossi Alessandro	Pesaro	Pesaro	Fano
Verdi Luca	Battipaglia	Salerno	Olevano sul Tusciano
Neri Marco	Biella	Torino	Torino
Brambilla Giorgio	Palermo	Palermo	Trapani
Bruno Stefania	20124	20159	20154
Donati Gianluca	Verona Est	Verona Nord Ovest	Verona Sud
Gentile Paolo	00118	Frascati Grotta ferrata	Valmontone San



- To keep up the relationship with Clients in temporary vacant areas, where the ***salesman is changing***.
- To pick up possible critical symptoms, routing them to the local District Manager/Area Manager.
- Assure to the Client the “***service continuity***” by the direct control of the Company Head Quarter and his Contact Center.



- Editorial programs, based on electronics publishing of **trade professional newsletters** during the year and the use of a **e-learning** platform.
- Is usually followed by a **local residential event** in witch, the learner, close his professional update pathway.



The screenshot shows the website for 'profesionfarmacia' with a navigation menu and a main banner for a 'Clase de prueba' (trial class). The banner text reads: 'Para redactar el programa de formación para el año 2012, hemos identificado los temas que más interés han despertado en la comunidad farmacéutica española, efectuando un estudio cognitivo experimental a los profesiones de este campo. Descarga aquí una clase de prueba! Más Info >'. A sidebar on the right features a stack of colorful pills and the text: 'ITINERARIO FORMATIVO PROFESIÓN FARMACIA 2012', 'Boletín para la actualización profesional y la formación continuada de los farmacéuticos', 'AÑO DE LANZAMIENTO 16. ABRIL 2012', 'SUGERENCIAS PRÁCTICAS PARA EL USO DE MEDICAMENTOS DURANTE EL EMBARAZO', and 'SEMINARIO conferenciado: Prof. Biago Allaria, Profesor Raoul Muchada, Dr. Daniel Serrano'. The phone number '934 452 810' is also visible.



The photograph shows a group of people seated at tables in a lecture hall, listening to a presentation. A person is standing at the front of the room, presenting to the audience.

“ Su mejor opción para la formación profesional del farmacéutico ”
Más de 6.000 farmacéuticos de la formación entre 10.000 profesionales de la salud



- Client contact opportunities, arranged **by locally brunch meetings**.
- They allow to maintain the relationship with a large group of clients, saving salesman time and resources.
- Are **organized per sale's zone** and per client's target.
- The service includes, contact center actions, organization, logistical and administrative solution.



- Marketing actions based on a **traffic building program** developed into the point of sales.
- It's take off from a Social CRM platform, organizing event into each shop.
- It's a Brand fidelity program that **increase consumer visit** into sales point, creating a Trade effect.

