

# IBM Global Services

## Aggregate Spend Management



### Solution Description

IBM's Aggregate Spend Management solution enables a defined corporate standard policy to meet current and upcoming legislative requirements for reporting promotional sales and marketing spending. The detailed standard operating procedures can effectively manage compliance and state reporting activities to obtain, integrate and organize spend data from multiple source systems and applications.

The data collection utility provides tremendous flexibility in collecting and reporting spend data incurred by pharmaceutical and other life sciences sales and marketing groups, (e.g., lunches, premiums, gifts, speaker programs and sales and marketing employee costs). Additionally, the solution provides the ability to monitor spending on individual healthcare professionals, organization and institutions that prescribe, dispense or influence the purchase of pharmaceutical products. It allows pharmaceutical companies to define a specific recipient across the organization to achieve accurate physician, institution or healthcare organization reporting. Extensive pre-built, customizable business rules and training manuals can adapt to pharmaceutical organizations' requirements, while allowing them to quickly maximize company-wide utilization.

### Features & Benefits

IBM has successfully implemented the Aggregate Spend Management solution for numerous clients across the pharmaceutical and life science industries. Helping organizations:

- Produce auditable, accurate and thorough state and internal compliance reporting using pre-built submission reports
- Gain a 360-degree view of promotional spend on virtually all healthcare professional, organization and institution recipients, across departments
- Improve corporate-wide awareness of total spend by recipient, spend type, brand, representative and territory
- Model "what-if" scenarios for comprehensive decision-making capabilities
- Enhance business insight by leveraging promotional spend data, such as lunches, premiums, gifts, speaker programs, sales and marketing employee costs and advanced analytics
- Give operational direction and improve consistencies across the organization using standard operating procedures and stakeholder training manuals

### Value Proposition

For pharmaceutical and life sciences companies, the Aggregate Spend Management solution enables leaders to comply with ever-changing and complex state regulations for promotional spending. In addition, the solution allows companies to go "beyond compliance" to leverage information to improve overall business decision-making and planning capabilities.

#### IBM Segment

- Cognos
- InfoSphere

#### Business Function

- Promotional Spending Compliance

#### Target Industry

- Life Sciences

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