

IBM Cognos software and Accenture Pre-Contract Analytics

Delivering critical pre-contract analytics to your organization

Today, more and more of the pharmaceutical industry is driven by contractual relationships.

While contracts have become the cornerstone of revenue, they have also become more complex, with complicated legal language and a myriad of terms and conditions governing products, pricing, performance criteria, incentives and discount payments, and compliance.

Accenture has more than a decade of experience in the area of account contracting operations, which has allowed them to help their clients improve their contracting programs. IBM is a recognized leader in performance management for pharmaceutical companies, with 25 of the top 30 pharmaceutical firms in the world choosing IBM Cognos® solutions to power their performance. Bringing together the thought leadership of Cognos software and Accenture for pre-contract analytics

provides a simple and accurate solution for analyzing contracts before negotiation to maximize the value of each opportunity.

Better business deals “before the ink”

Cognos-Accenture Pre-Contract Analytics fills a significant gap in a pharmaceutical company’s pre-deal analysis capabilities. It offers companies the foresight to shape contracts, optimize revenue and ROI, and offer the right discounts to customers before anything gets signed. The capability offers a closed-loop solution for identifying opportunities, evaluating customer performance, forecasting proposed performance, garnering internal approvals, and negotiating and finalizing the deal.

The solution combines the appropriate people, processes, and technology, including the power of IBM Cognos 8 Planning and IBM Cognos 8 Business Intelligence, to create a collaborative model for better contract performance.

The benefits of Cognos-Accenture Pre-Contract Analytics

Like all IBM Cognos products, the solution is Web-based and easily deployed across the organization. Designed for companies with even the most complex business models, IBM Cognos 8 Planning is a fully integrated, highly scalable solution for planning, budgeting, and forecasting. It also includes the power of IBM Cognos 8 BI, a groundbreaking product that provides decision-makers at all levels of the enterprise with a consistent, accurate view of information to better manage performance. It offers users a complete range of BI capabilities—including analysis, scorecarding, and reporting—on a single, proven architecture.

With Pre-Contract Analytics, users experience the following key benefits:

A dynamic business modeling capabilities set
Pre-Contract Analytics from Cognos and Accenture provides easy to manipulate business models to better predict financial impacts of contract

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terms and market conditions. When a new contract opportunity is identified the user can open a planning model to evaluate contract alternatives and compare scenarios. Other functionality includes the ability to:

- Adjust market conditions and events and create scenarios to test contracting options
- Automatically load historical sales and contract information
- Collect notes on each scenario and track all changes
- Conduct driver-based modeling that links to operational data to better enable forecasting and planning
- Easily create complex predictive calculations based on multiple variables

High participation analytics

Cognos-Accenture Pre-Contract Analytics allows companies to include a large number of contributors to operational plans, and visually track the workflow of planning and analysis processes. It also allows users to:

- Present information as part of a contract management dashboard
- Monitor key performance indicators and contract milestones and make other users aware of these events
- Report on or automatically integrate contract information into Microsoft® PowerPoint® decks for presentations using the IBM Cognos 8 Go! Office

Data-driven decision-making

Cognos-Accenture Pre-Contract Analytics allows companies to extend their existing investment in operational data sources such as contract management systems, ERP systems, and sales data warehouses. This helps bring together all the information needed to make better contracting decisions. In addition it allows organizations to create custom contract offers and analysis based on existing contracts or from scratch.

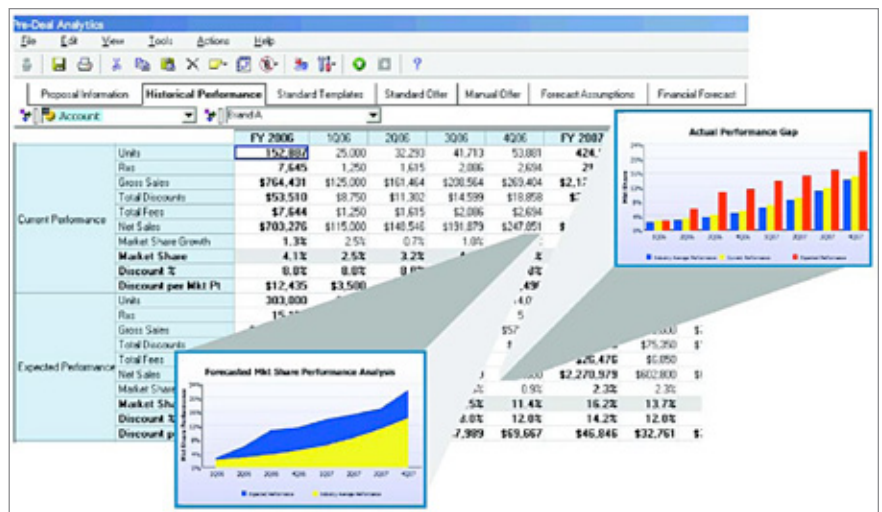
Real business ROI

Pre-Contract Analytics delivers industry leading contracting capabilities so companies can drive revenue and reduce costs. Customers experience substantial ROI from:

- **Enhanced data visibility:** Field sales can see customer contract information and conduct analysis, and a company's business units have the data they need to support consistent program offerings.

- **Accurate account sizing:** Enables analysis of the performance of account sizing and opportunity independent of the proposal. This includes capabilities for profitability analysis and what-if modeling for historical and projected financial analysis that illustrates revenue and margin impact prior to customer proposal.
- **Increased efficiency:** Provides a record of the contract request, including all the data necessary to expedite contract implementation and administration and improves the consistency and process among sales, sales opportunities, and contracts.

IBM and Accenture are dedicated to helping clients achieve a complete view of their organization, gain critical insight, and maximize business efficiency and profitability. Pre-Contract Analytics is just another way we are working together to help you take performance to the next level.



About Accenture

Accenture is a global management consulting, technology services and outsourcing company. Committed to delivering innovation, Accenture collaborates with its clients to help them become high-performance businesses and governments. With deep industry and business process expertise, broad global resources and a proven track record, Accenture can mobilize the right people, skills and technologies to help clients improve their performance. With more than 152,000 people in 49 countries, the company generated net revenues of US\$16.65 billion for the fiscal year ended Aug. 31, 2006.

Visit the Accenture homepage at www.accenture.com or send an email to managedmarkets@accenture.com.

About IBM Cognos BI and Performance Management:

IBM Cognos business intelligence (BI) and performance management solutions deliver world-leading enterprise planning, consolidation and BI software, support and services to help companies plan, understand and manage financial and operational performance. IBM Cognos solutions bring together technology, analytical applications, best practices, and a broad network of partners to give customers an open, adaptive and complete performance solution. Over 23,000 customers in more than 135 countries around the world choose IBM Cognos solutions.

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