

Kalido® Marketing Planning / Analytics

With the need to deliver faster ROI analysis on marketing programs for more accurate/relative budgeting, the pressure is on Marketing to quickly identify high value/return targets and activities.

Today, sales and marketing managers face enormous competitive, pricing, regulatory and cost pressures. Budgets are being scrutinized like never before. Traditional selling tactics are changing due to the high cost. And the effects of indirect, influence-based sales campaigns are difficult to measure. Business managers require access to timely and detailed data to fine-tune business plans. At the same time, marketers are pressed to bring together more data, develop sophisticated analytics to measure the ROI of campaigns and evaluate effectiveness of various promotional channels.

Core Requirements

A Marketing Planning / Analytics system must:

- make it easier and simpler to provide local level analysis to brand teams where behavior changes can be seen.
- reduce, if not eliminate, constraints imposed by the existing data/application environment.
- provide more frequent, detailed data on the allocation of brand team marketing funds.
- enable cross-therapeutic prescriber analysis.
- access detailed meeting and event data to enable accurate and reliable ROI analysis.

Kalido Prescription

At Kalido, we work with our clients to smooth the process of gathering, analyzing and reporting marketing data. A Kalido solution for Marketing Planning / Analytics is based upon:

- a comprehensive and fully integrated data foundation covering sales, product, market, outlet, prescriber, retail and non-retail sales, share, call detail and more.

- a pre-defined Life Sciences data model with validation rules and pre-defined reference objects that are easily configured to match your business, rapidly adaptable to new business or regulatory requirements.
- a sales and marketing data repository enabling stewards to create, modify and enrich sales and marketing data.
- pre-defined data management workflows that enable an auditable governance process.
- audit and controls for security, user role assignment, a change log and time-stamping of all actions undertaken in the governance process.

What's unique about Kalido?

The Kalido Information Engine solution for Marketing Planning / Analytics is based on an integrated data warehouse and master data management platform capable of addressing not just one, but multiple business requirements in parallel.

Configured with a comprehensive business information model in use at numerous global Life Sciences companies, the Kalido Information Engine packaged solution increases deployment speed and reduces risk, yet the solution is quickly customized to your unique requirements.

Kalido's business modeling capability enables creation of a Marketing-driven solution for your company that allows you to model and manage your marketing strategy and performance, accommodating the unique requirements for each product, geography or sales channel entity.

This repository for marketing analysis data further allows you to move beyond ROI analysis to identify high-return niche opportunities that fall outside the traditional sales team mix.

The model is developed using your company-specific terminology, definitions and rules, making it easily extensible to include multiple data sets according to company-specific solution requirements.

The pre-built nature of the solution reduces tedious manual coding to integrate third-party data and automates BI configuration.

Kalido solutions are typically deployed in ~100 days compared to an industry average of 12-24 months using traditional methods.

With Kalido, you get:

Experience — a Life Sciences analytics solution proven in half of the top ten global companies.

Speed — a data foundation with one subject area in ~100 days; additional subject areas in 30-60 days more.

Agility — a solution built for change, as/when/how change occurs.

Self-Service — the power to manage your own data now and in future, as Business change dictates.

Value — Fastest to build, easiest to manage, most adaptable to change, lowest cost.

About Kalido

Kalido is a product brand of Magnitude Software, a leading provider of Enterprise Information Management software that drives real business value for customers. Magnitude Software offers a family of award-winning products, from business intelligence and data warehousing to master data management, reporting and analytics.

For more information please visit <http://www.kalido.com>

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