



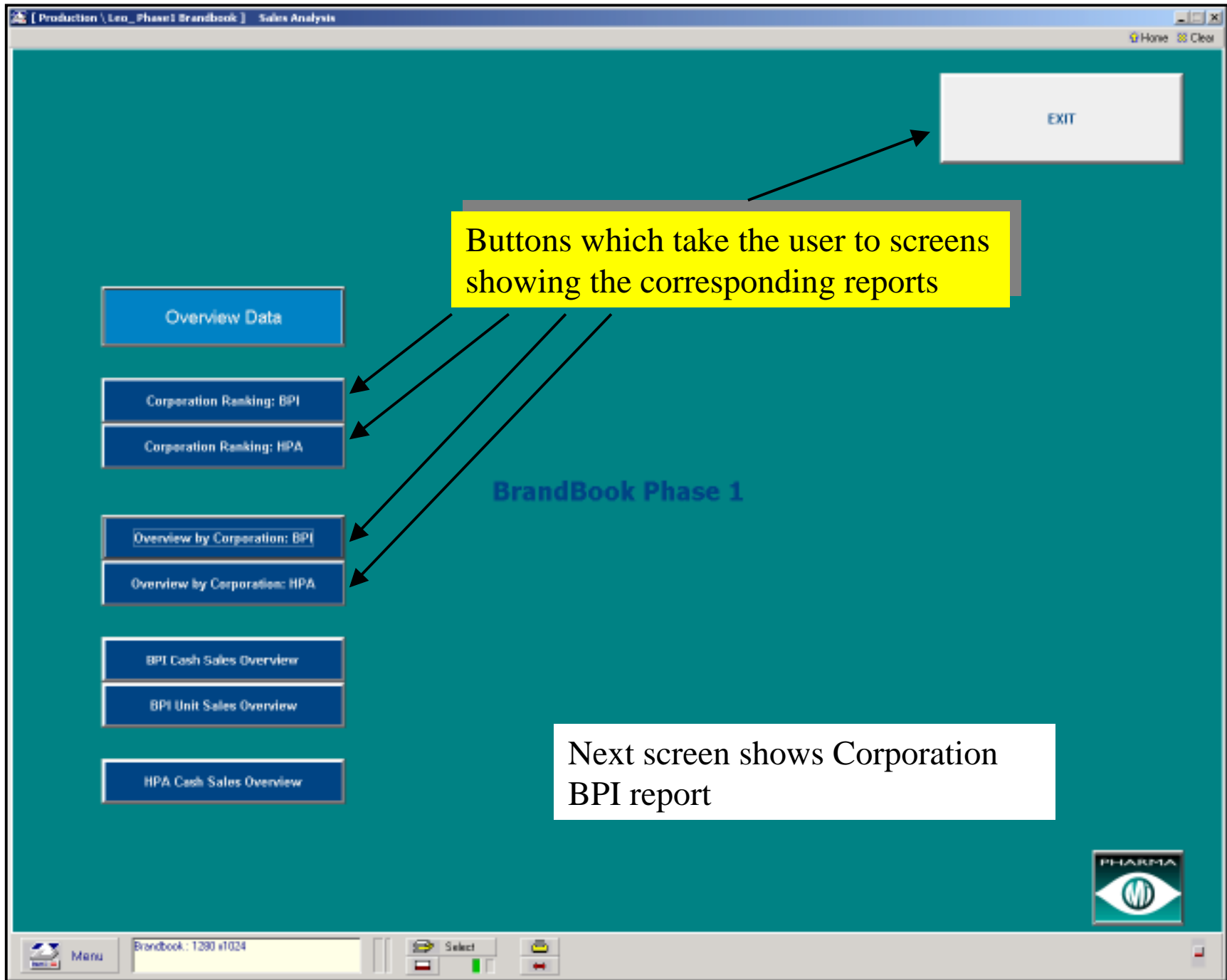
Pharmaceutical Management Intelligence Ltd.

Business Performance Systems



BRANDBOOK, is a National Level Data Deliverable, which produces the routine management reports of the various audit and survey datasets used by Marketing personnel to track the performance of the Company's portfolio of Brands.

The following screen shots are taken from a Phase 1 Brandbook containing mocked up IMS retail and Hospital sales data for the purpose of illustrating the flexibility and analytical power of the model.



Buttons which take the user to screens showing the corresponding reports

Next screen shows Corporation BPI report

Production \ Leo_Phase1 Brandbook] Company Ranking CASH BPI

ATC1 (ALL) ATC2 (ALL) ATC3 (ALL) ATC4 (ALL) Horse Clear

Company Ranking: Cash (BPI £000s)

Corporate Analysis

Switch to Units

Clicking on any corporation changes the graph below

Click to go back or change to units

		b	c	d	f	g	h	b	c	d	f	g	h	b	c	d	f	g	
	CASH Sales (BPI £000s)	Cash Month Dec.01	% Shr	% Growth Dec.01	Cash MAT Dec.01	MAT Shr %	% MAT Growth Dec.01	Cash Month Jan.02	% Shr	% Growth Jan.02	Cash MAT Jan.02	MAT Shr %	% MAT Growth Jan.02	Cash Month Feb.02	% Shr	% Growth Feb.02	Cash MAT Feb.02	MAT Shr %	% G F
1	LAB UNIONWIN	70,473	11.3	2.1	833,654	11.2	-31.7	80,549	12.3	11.9	859,091	11.4	-28.0	91,423	13.1	28.1	877,210	11.6	
2	GLAXOSMITHKLINE	76,783	12.2	-15.6	952,383	12.8	-26.2	77,539	11.9	-15.9	951,800	12.6	-26.8	81,100	11.6	-13.3	943,081	12.5	
3	PFIZER	59,347	9.0	10.6	650,959	8.7	-10.4	55,432	8.5	2.2	659,383	8.7	-10.5	59,247	8.5	8.5	659,919	8.7	
4	ASTRAZENECA	54,683	8.7	-11.9	678,881	9.1	-25.6	53,035	8.1	-18.8	672,014	8.9	-26.9	51,740	7.4	-19.5	658,496	8.7	
5	MERCK & CO	41,680	6.7	25.1	458,917	6.2	-4.2	43,912	6.7	25.0	473,905	6.3	-2.3	48,999	7.0	41.7	483,120	6.4	
6	WYETH	33,269	5.3	-6.4	380,850	5.1	-15.2	34,755	5.3	7.6	388,852	5.2	-13.8	37,808	5.3	18.6	393,457	5.2	
7	NOVARTIS	24,786	4.0	-7.2	305,043	4.1	-22.4	25,246	3.9	-7.1	306,640	4.1	-22.3	27,338	3.9	4.2	305,550	4.0	
8	PHARMACIA CORP	25,563	4.1	16.0	289,923	3.9	-10.5	26,195	4.0	12.8	294,591	3.9	-10.1	28,291	4.1	23.2	296,062	3.9	
9	AVENTIS	20,486	3.3	10.6	244,069	3.3	-13.3	22,799	3.5	19.6	247,311	3.3	-12.9	24,241	3.5	25.5	248,357	3.3	
10	LILLY	15,853	2.5	-5.8	192,774	2.6	-22.7	16,414	2.5	-4.7	194,083	2.6	-22.4	17,344	2.5	-0.4	193,922	2.6	
11	SANOFI-SYNTELABO	14,787	2.4	20.1	169,667	2.3	-3.6	15,187	2.3	17.6	173,916	2.3	-2.7	16,561	2.4	24.0	175,202	2.3	
12	JOHNSON & JOHNSON	13,206	2.1	-6.0	164,016	2.2	-21.5	13,967	2.1	-2.2	165,650	2.2	-21.1	15,216	2.2	9.1	166,094	2.2	
13	BRISTOL-MYERS SQB.	13,869	2.2	7.6	160,573	2.2	-13.6	14,628	2.2	10.1	163,393	2.2	-13.0	15,485	2.2	17.0	164,632	2.2	

Monthly Cash Sales Monthly Cash Share Monthly Growth MAT Cash Sales MAT Cash Share MAT Cash Growth

Cash Month TOTAL

Clicking on the Tabs above shows corresponding graphs

Click to print or to make full screen

Selecting from the drop down menus above, shows any Therapy class for any company

Production \ Leo... Phase1 Brandbook | Company Ranking CASH BPI

ATC1 (ALL) | ATC2 (ALL) | ATC3 (ALL) | **ATC4**

Company Ranking

		b	c	d	e	f	g
	CASH Sales (BPI £000s)	Cash Month Dec.01	% Shr Dec.01	% Growth Dec.01	Cash MAT Dec.01	MAT Shr % Dec.01	
1	LAB UNKNOWN	70,433	11.3	2.1	833,854	11.2	
2	GLAXOSMITHKLINE	76,183	12.2	-15.6	952,383	12.8	
3	PFIZER	56,347	8.0	10.6	650,959	8.7	
4	ASTRAZENECA	54,683	8.7	-11.9	678,881	9.1	
5	MERCK & CO	41,680	6.7	25.1	458,917	6.2	
6	WYETH	33,269	5.3	-6.4	380,850	5.1	
7	NOVARTIS	24,786	4.0	-7.2	305,043	4.1	
8	PHARMACIA CORP	25,563	4.1	16.0	289,923	3.9	
9	AVENTIS	20,466	3.3	10.6	244,069	3.3	
10	LILLY	15,853	2.5	-5.8	192,774	2.6	
11	SANOFI-SYNTELABO	14,787	2.4	20.1	169,867	2.3	
12	JOHNSON & JOHNSON	13,206	2.1	-6.0	164,016	2.2	
13	BRISTOL-MYERS SQB.	13,869	2.2	7.6	160,573	2.2	

Reveal (ATC4)

- A01A0 STOMATOLOGICALS
- A01B0 MOUTH ANTIFUNGALS
- A02A1 PLAIN ANTACIDS
- A02A2 PLAIN ANTIFLATULENTS
- A02A3 ANTACIDS + ANTISPASMODICS
- A02A4 ANTACIDS + ANTIFLATULENTS
- A02A5 A-ACID + A-FLAT + A-SPASM
- A02A6 ANTACIDS + OTHER DRUGS
- A02B1 H2 ANTAGONISTS
- A02B2 ACID PUMP INHIBITORS
- A02B3 PROSTAGLANDIN A-ULCERANT
- A02B4 BISMUTH ANTIULCERANT S
- A02B9 ALL OTHER ANTIULCERANTS
- A02C0 OTH STOMACH DISORDER PRE
- A02A0 ANTISPASM-ANTICHOL PLAIN
- A03D0 ANTISPASM/ANALGESIC COMB
- A03E0 OTHER GI COMBINATIONS
- A03FD GASTROPROKINETICS
- A04A1 SEROTON ANTAG A-EMEA/NAI
- A04A9 OTH ANTIEMETISANTINAUS
- A05A1 CHOLEFETICS-CHOLEKINETICS
- A05A2 BILE STONE THERAPY
- A06A1 SOFTENERS,EMOULENTS
- A06A2 IRRITANT S,STIMULANTS
- A06A3 LAXATIVE BULK PRODUCERS
- A06A4 LAXATIVE ENEMAS
- A06A5 ORAL SALINE PREPS
- A06A6 LAXATIVES OTHERS + COMBS
- A07A0 ANTI-INFECTIONE ANTI-DIARR
- A07B0 INTEST ABSORBANT ANTI-DIARR
- A07E0 INTESTINAL ANTI-INFLAMM
- A07G0 ORAL ELECTROLYTE REPLACE
- A07H0 MOTILITY INHIBITORS
- A08A0 ANTI-OBESITY PREPARATIONS
- A09A0 DIGESTIVES INC ENZYMES
- A10B1 SULPHONYLUREA A-DIAB
- A10B2 BIGUANIDE ANTI-DIABETICS
- A10B4 THIAZOLIDINEDIONE A-DIAB
- A10B5 ALPHA-GLUC INHIB A-DIAB
- A10B9 OTHER DRAL ANTI-DIABETICS
- A10C1 H INSUL-ANG FAST ACT
- A10C2 H INSUL-ANG INTERMED ACT
- A10C3 H INSUL-ANG INT-FAST ACT
- A10C4 H INSUL-ANG INT-LONG ACT
- A10C5 H INSUL-ANG LONG ACT
- A10D0 ANIMAL INSULINS
- A10D0 OTHER DRUGS FOR DIABETES
- A11A2 MVT + MIN PAEDIATRIC
- A11A4 MVT + MIN OTHERS
- A11B1 MVT w/O MIN PRENATAL
- A11B2 MVT w/O MIN PAEDIATRIC
- A11B4 MVT w/O MIN OTHERS
- A11C1 VITAMIN A PLAIN
- A11C2 VITAMIN D PLAIN
- A11C3 VITAMIN A & D COMBS
- A11D1 VIT B1 PLN OR WITH B6,B12
- A11E1 VITAMIN B COMPLEX PLAIN
- A11E2 VITAMIN B COMPLEX + VIT C
- A11FD VITAMIN B12 PLAIN
- A11G1 VITAMIN C PLAIN
- A11G2 VITAMIN C COMBINATIONS
- A11H1 VITAMIN D COMB

Corporate Analysis

Switch to Units

	f	g	h	b	c	d	f	g	
	Cash MAT Jan.02	MAT Shr % Jan.02	% MAT Growth Jan.02	Cash Month Feb.02	% Shr Feb.02	% Growth Feb.02	Cash MAT Feb.02	MAT Shr % Feb.02	% G F
	858,091	11.4	-28.0	91,423	13.1	29.1	877,210	11.6	
	951,800	12.6	-26.8	81,100	11.6	-13.3	943,081	12.5	
	658,383	8.7	-10.5	58,247	8.5	8.5	659,919	8.7	
	672,014	8.9	-26.9	51,740	7.4	-19.5	658,486	8.7	
	473,905	6.3	-2.3	48,999	7.0	41.7	483,120	6.4	
	388,852	5.2	-13.8	37,008	5.3	18.6	393,457	5.2	
	306,640	4.1	-22.3	27,338	3.9	4.2	305,550	4.0	
	294,591	3.9	-10.1	28,291	4.1	23.2	296,062	3.9	
	247,311	3.3	-12.9	24,241	3.5	25.5	248,357	3.3	
	194,083	2.6	-22.4	17,344	2.5	-0.4	193,922	2.6	
	173,916	2.3	-2.7	16,561	2.4	24.0	175,202	2.3	
	165,650	2.2	-21.1	15,216	2.2	9.1	166,094	2.2	
	163,393	2.2	-13.0	15,495	2.2	17.0	164,632	2.2	

Monthly Cash Sales | Monthly Cash Share | Monthly Growth

MAT Cash Share | MAT Cash Growth

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Select

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Report showing sales of products in therapy areas for a Corporation

Corporation Overview

Corporate Analysis

Home Clear

Corporation Sales contribution by ATC 1: Cash Corporation Sales contribution by Product: Cash Corporation Sales contribution by ATC 1: Units Corporation Sales contribution by Product: Units

	CASH Sales (BPI €000s)	Corporation Sales contribution by ATC 1: Cash						Corporation Sales contribution by Product: Cash						Corporation Sales contribution by ATC 1: Units						Corporation Sales contribution by Product: Units					
		b	c	d	j	k	l	b	c	d	j	k	l	b	c	d	j	k	l						
		Cash Month Jan.02	% CON	% Growth Jan.02	Cash MAT Jan.02	% CON	% MAT Growth Jan.02	Cash Month Feb.02	% CON	% Growth Feb.02	Cash MAT Feb.02	% CON	% MAT Growth Feb.02	Cash Month Mar.02	% CON	% Growth Mar.02	Cash MAT Mar.02	% CON	% MAT Growth Mar.02						
1	A ALIMENTARY T.& METABOLISM	254	2.9	-16.9	2,933	2.5	-4.3	259	2.8	-13.2	2,919	2.8	-4.1	233	2.9	-11.9	2,885	2.8							
2	B BLOOD + B.FORMING ORGANS	1	0.0	-12.9	11	0.0	101.4	0	0.0	216.7	11	0.0	27.7	1	0.0	-67.9	6	0.0							
3	C CARDIOVASCULAR SYSTEM	4,734	53.3	-35.9	83,202	54.5	-6.8	5,064	54.9	-31.4	60,770	53.8	-11.2	4,319	54.6	-35.8	58,227	53.0							
4	D DERMATOLOGICALS	881	10.0	-1.0	8,881	8.5	5.2	844	10.2	-0.2	9,812	8.7	5.0	863	10.9	-0.3	8,826	8.0							
5	G G.U.SYSTEM & SEX HORMONES	797	9.0	18.9	8,476	7.3	22.8	841	9.1	16.8	8,555	7.6	23.9	747	9.4	7.8	8,643	7.9							
6	J SYSTEMIC ANTI-INFECTIVES	1,252	14.1	-40.1	21,317	18.4	16.8	1,131	12.3	-47.6	20,885	18.3	12.1	932	11.8	-51.5	18,911	18.1							
7	L ANTINEOPLAST-IMMUNOMODUL				0	0.0					0	0.0		0	0.0		0	0.0							
8	M MUSCULO-SKELETAL SYSTEM																								
9	N CENTRAL NERVOUS SYSTEM																								
10	P PARASITOLOGY			-100.0	0	0.0	-95.0			-100.0	0	0.0	-95.3			-100.0	0	0.0							
11	R RESPIRATORY SYSTEM																								
12	T DIAGNOSTIC AGENTS	855	10.8	0.8	10,251	8.8	3.0	888	10.7	-1.8	10,277	9.1	4.0	815	10.3	-10.0	10,277	8.4							
13	V VARIOUS																								

Sales by ATC: MAT Cash Top 6 Products: MAT Cash Sales by ATC: MAT Units Top 6 Products: MAT Units

MAT Cash (BPI)

Tabs above for different graphs

Menu Brandbook Select [Icons]

[Production \ Leo_PhaseI_Brandbook] BPI Cash Sales Overview

C CARDIOVASCULAR SYSTEM | CD1 CARDIAC THERAPY | ATC3 (7/270) | ATC4 (8/432)

Corporate Analysis

Switch to Units

BPI Cash Sales Overview (£000s)

	CASH Sales (BPI £000s)	Dec.01						Jan.02						Feb.02					
		b	c	d	f	g	h	b	c	d	f	g	h	b	c	d	f	g	h
1	ISOSORB MONO	1,996	15.2	42.4	26,025	15.8	70.7	1,716	15.0	27.1	26,040	15.7	72.8	1,950	15.1	34.6	25,869	15.7	
2	IKOREL	2,023	15.4	68.7	22,619	13.7	113.8	1,758	15.3	69.8	23,092	13.9	115.0	2,019	15.6	63.4	23,331	14.1	
3	INDUR	1,624	12.4	6.2	22,783	13.8	39.8	1,361	11.9	-4.4	22,507	13.6	38.7	1,500	11.6	-5.5	22,063	13.4	
4	MONOMAX	708	5.4	82.4	7,064	4.8	110.6	624	5.4	76.3	8,055	4.9	112.1	712	5.5	69.6	8,166	4.9	
5	NITROLINGUAL	606	4.6	41.9	7,217	4.4	68.3	530	4.6	40.0	7,261	4.4	70.0	558	4.3	27.5	7,290	4.4	
6	MODISAL	477	3.6	-14.3	7,512	4.6	43.9	577	5.0	26.7	7,448	4.5	43.7	564	4.4	21.5	7,404	4.5	
7	ELANTAN	548	4.2	18.1	7,344	4.5	50.4	491	4.3	17.8	7,342	4.4	52.5	525	4.1	17.2	7,269	4.4	
8	AMIODARONE	539	4.1	34.0	6,979	4.2	67.6	468	4.1	24.3	6,996	4.2	68.3	543	4.2	27.8	6,954	4.2	
9	EPIPEN	483	3.7	152.3	5,160	3.1	123.5	455	4.0	132.3	5,262	3.2	123.9	617	4.0	123.1	5,429	3.3	
10	TRANSIDERM NITRO	414	3.2	25.2	5,535	3.4	53.0	355	3.1	14.6	5,540	3.3	55.2	394	3.1	17.7	5,494	3.3	
11	DIGOXIN	375	2.9	31.1	4,786	2.9	101.4	309	2.7	19.3	4,800	2.9	95.3	359	2.8	21.2	4,756	2.9	
12	TAMBOCOR	356	2.7	3.8	4,953	3.0	24.6	297	2.6	-1.0	4,900	3.0	26.1	333	2.6	1.7	4,810	2.9	
13	CHEMYDUR	366	2.8	80.9	4,295	2.6	118.5	320	2.8	78.5	4,388	2.6	122.0	320	2.5	66.1	4,407	2.7	

Monthly Cash Sales | Monthly Cash Share | Monthly Growth | MAT Cash Sales | **MAT Cash Share** | MAT Cash Growth | Top 5 Products: Month | Top 5 Products: MAT

More interesting graphs behind other tabs!!

MAT Shr % TOTAL

Other features include: drill down to lowest level and export to PowerPoint

Menu Brandbook Select