



Pharmaceutical Management Intelligence Ltd.

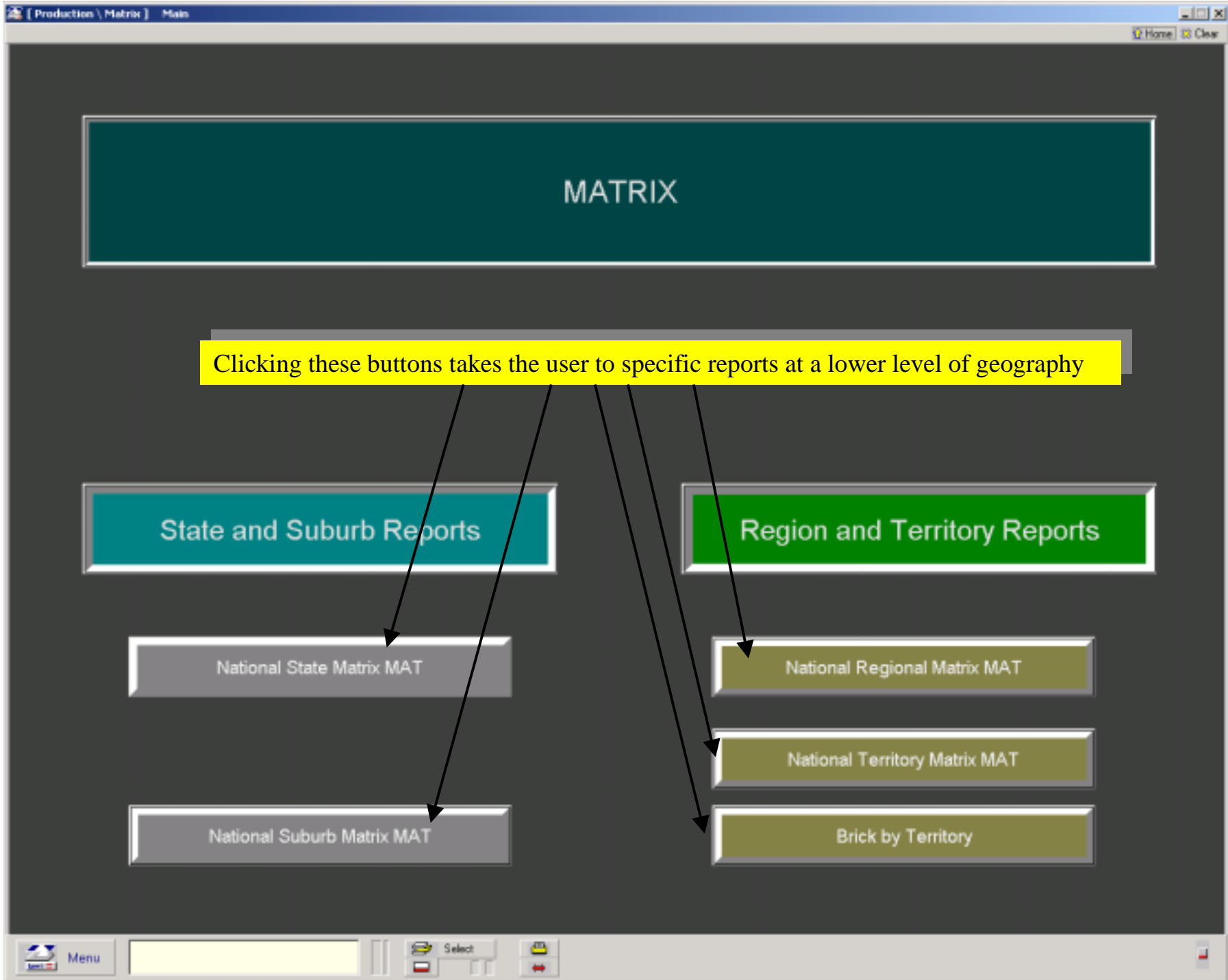
Business Performance Systems

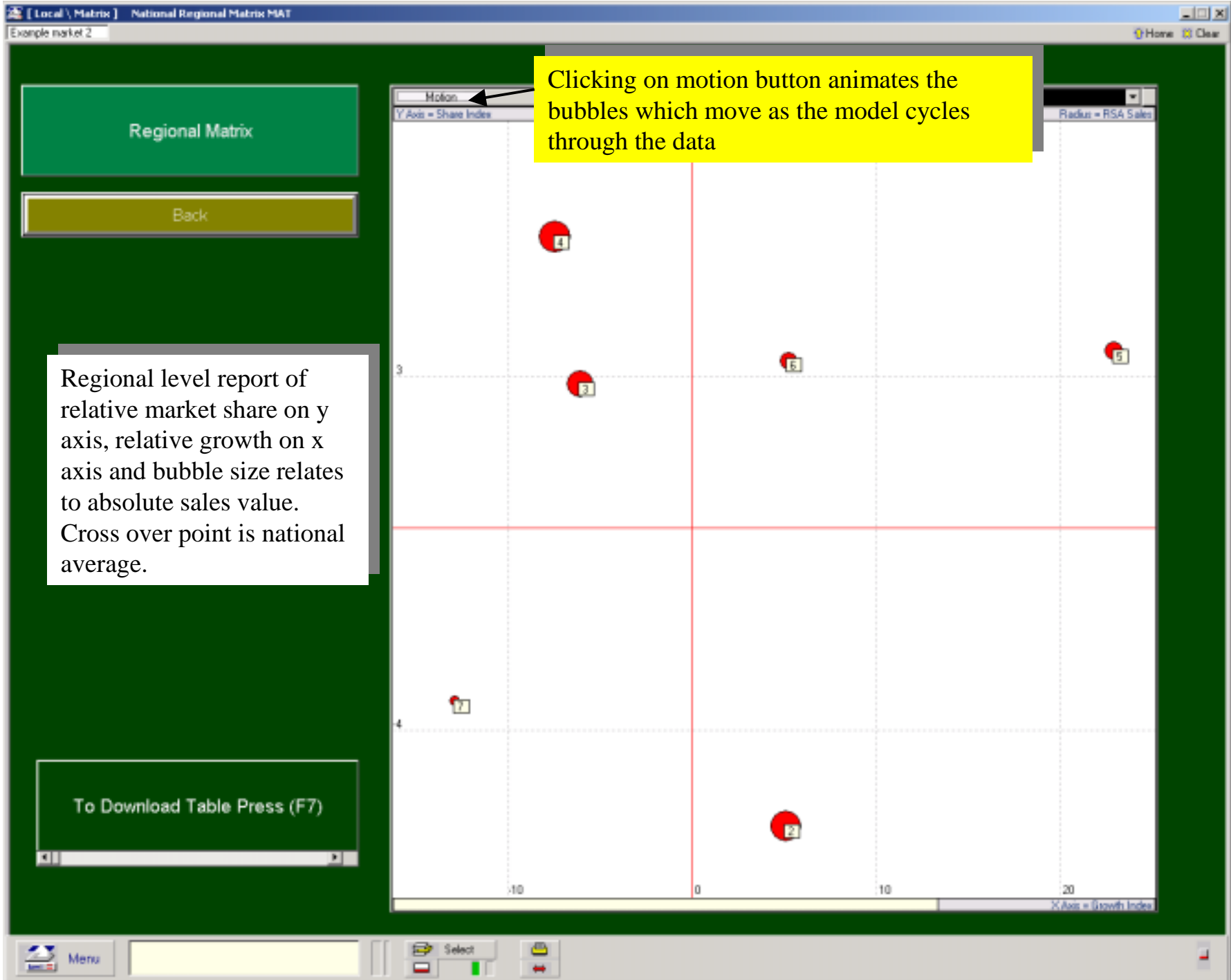


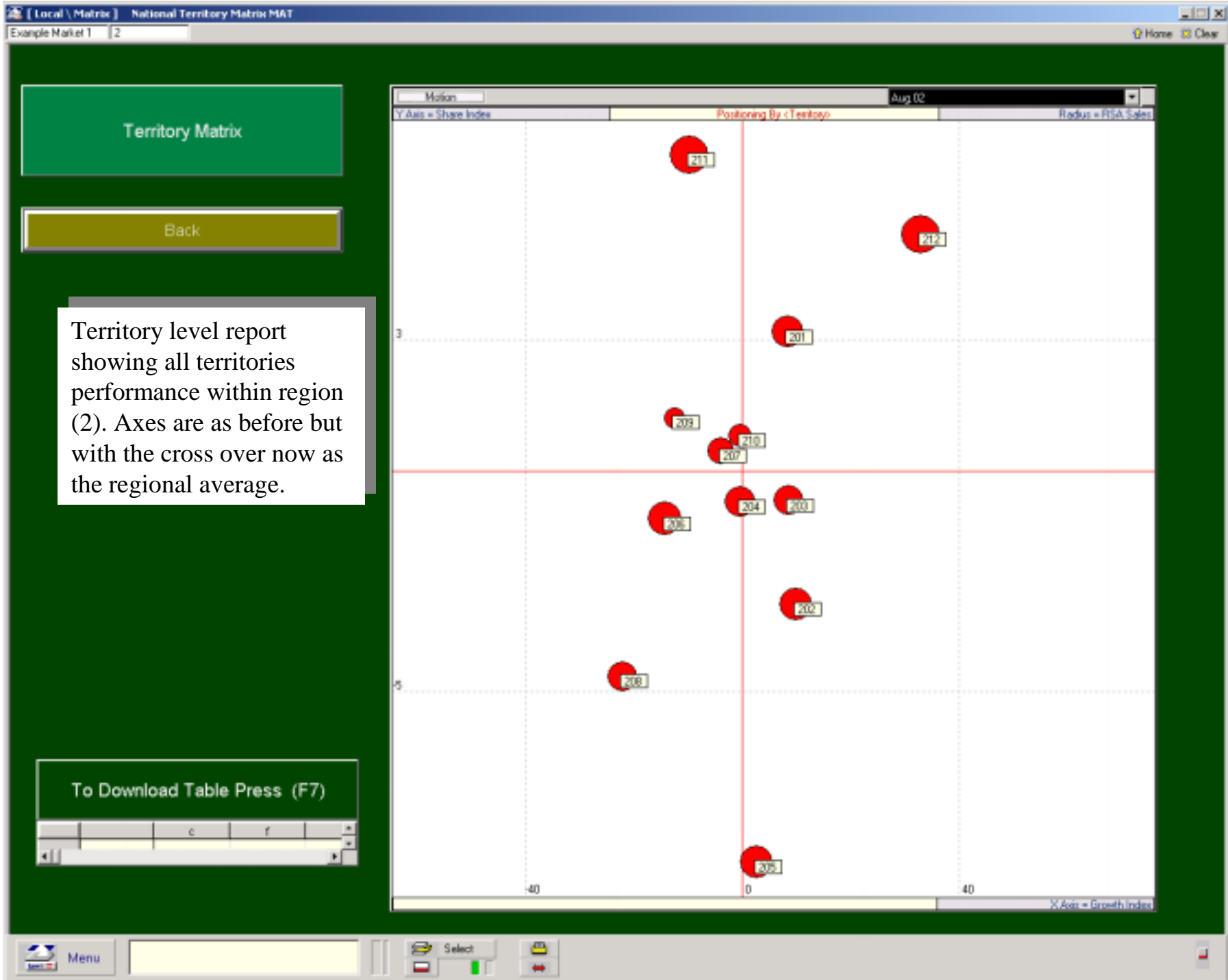
Matrix is a Salesforce performance analysis tool based on Board Multi-dimensional OLAP software, which can be populated with any sales data from any source, at any geographic level within a companies national sales territory structure.

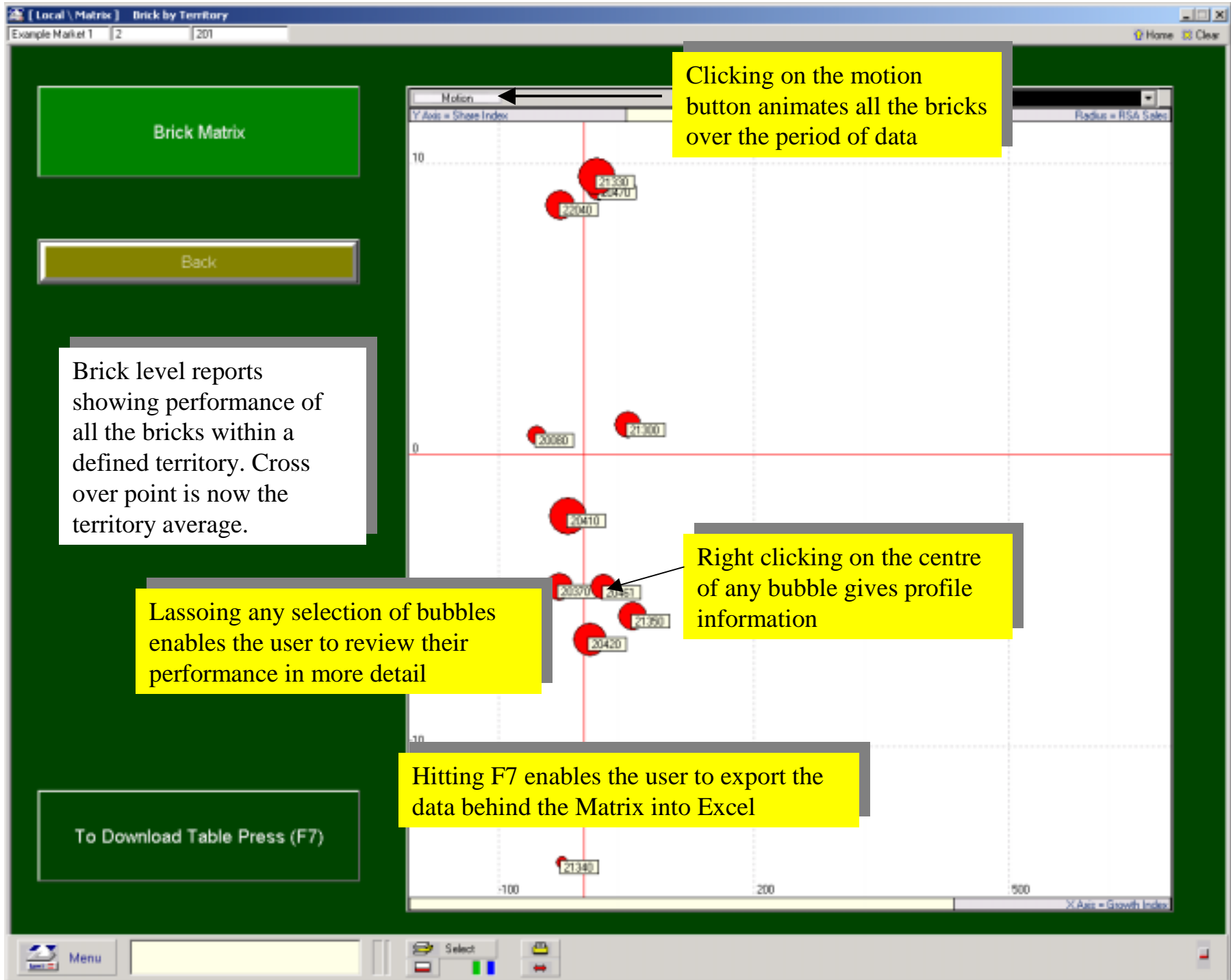
The tool is designed to graphically display as a 4 box Matrix, the relative product/products sales performance over time, using the key metrics of sales growth, market share and sales value of any geography within a defined hierarchical geographic structure.

The output from loading the sales data is an animated 3 dimensional bubble chart using the well-accepted 4 box Boston grid.









Brick Matrix

Back

Brick level reports showing performance of all the bricks within a defined territory. Cross over point is now the territory average.

Lassoing any selection of bubbles enables the user to review their performance in more detail

To Download Table Press (F7)

Clicking on the motion button animates all the bricks over the period of data

Right clicking on the centre of any bubble gives profile information

Hitting F7 enables the user to export the data behind the Matrix into Excel

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1		RSA Sales Aug 01	RSA Sales Aug 01	Brick Share Aug 01	Brick Grth Aug 01	Ter Shr Aug 01	Ter grth Aug 01	Share Index Aug 01	Growth Index Aug 01	RSA Sales Sep 01	RSA Sales Sep 01	Brick Share Sep 01	Brick Grth Sep 01	Ter Shr Sep 01	Ter grth Sep 01	Share Inde Sep 01
2	201					98.4										97.8
3	20080	4,733	4,803	98.5	164.3	98.4	280.3	.2	-116.0	5,145	5,215	98.7	141.6	97.8	250.4	
4	20370	8,232	8,232	100.0	553.0	98.4	280.3	1.6	273.6	8,973	9,008	99.6	429.7	97.8	250.4	1.
5	20410	12,924	13,064	98.9	286.0	98.4	280.3	.5	6.5	13,830	14,005	98.8	248.3	97.8	250.4	
6	20420	8,768	9,441	92.9	417.6	98.4	280.3	-5.5	137.2	9,756	10,709	91.1	403.8	97.8	250.4	-6.
7	20461	5,185	5,325	97.4	296.3	98.4	280.3	-1.0	18.0	5,514	5,806	95.0	234.8	97.8	250.4	-2.
8	20470	4,776	4,776	100.0	159.6	98.4	280.3	1.6	-120.8	5,434	5,434	100.0	167.1	97.8	250.4	2.
9	21300	4,817	4,852	99.3	332.8	98.4	280.3	.9	52.5	5,146	5,181	99.3	293.7	97.8	250.4	1.
10	21330	10,497	10,532	99.7	244.1	98.4	280.3	1.3	-38.2	11,526	11,561	99.7	250.0	97.8	250.4	1.
11	21340	1,191	1,191	100.0	124.5	98.4	280.3	1.6	-155.9	1,232	1,271	96.9	112.8	97.8	250.4	.
12	21350	5,226	5,226	100.0	731.9	98.4	280.3	1.6	451.5	6,172	6,172	100.0	608.9	97.8	250.4	2.
13	22040	9,136	9,284	98.4	177.5	98.4	280.3	.0	-102.8	9,548	9,731	98.1	137.7	97.8	250.4	
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Exported table of Excel data showing mocked up brick sales data over time for Territory 201