XPOWER
CUSTOMER TARGETING PLATFORM

PRODUCT PROFILE

PREPARED FOR: 2020 Veeva APAC Commercial Summit
DATE PRESENTED: 21 & 22 October 2020

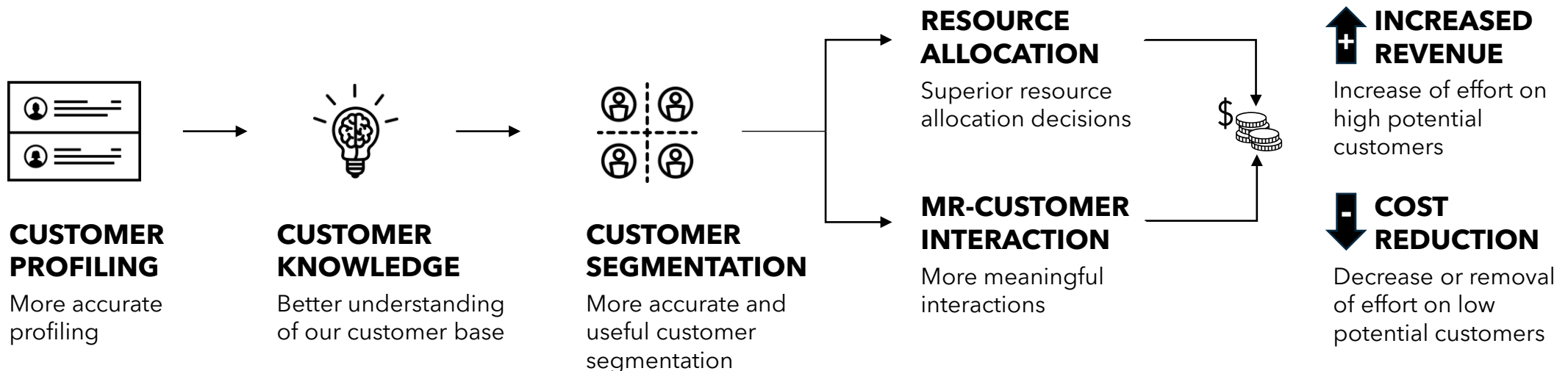YOUR PARTNER IN COMMERCIAL EXCELLENCE

Xcellen

Customer **Targeting**

Robust customer targeting is a valuable journey

Accurate profiling leads to better customer knowledge and more useful customer segmentation. Robust customer targeting brings results. It enables better resources allocation decisions and impacts top and bottom lines.

CUSTOMER PROFILING

More accurate profiling

CUSTOMER KNOWLEDGE

Better understanding of our customer base

CUSTOMER SEGMENTATION

More accurate and useful customer segmentation

RESOURCE ALLOCATION

Superior resource allocation decisions

MR-CUSTOMER INTERACTION

More meaningful interactions

INCREASED REVENUE

Increase of effort on high potential customers

COST REDUCTION

Decrease or removal of effort on low potential customers

FUTURE CHALLENGES

Decrease in access, increase in costs to serve and decreasing sales force requires efficiency in terms of choosing the most important customers

Multiple channels to interact and maintain and shorter campaign cycles call for faster generation and regeneration of target lists

Increase in competition, pressure on pricing and constrained budgets involves to decide on the right strategy and use the available budget wisely

Data protection laws will reduce the availability of syndicated data, leaving customer profiling at sales reps to be the most important source of information

Xpower **Solution**

▶ Analyze scenarios and cost to serve quickly

▶ Run complex calculations within seconds

▶ Follow a proven process

▶ Increase productivity and reduce costs

Introducing **Xpower**

INTELLIGENT FEATURES ENABLING GLOBAL BEST PRACTICES
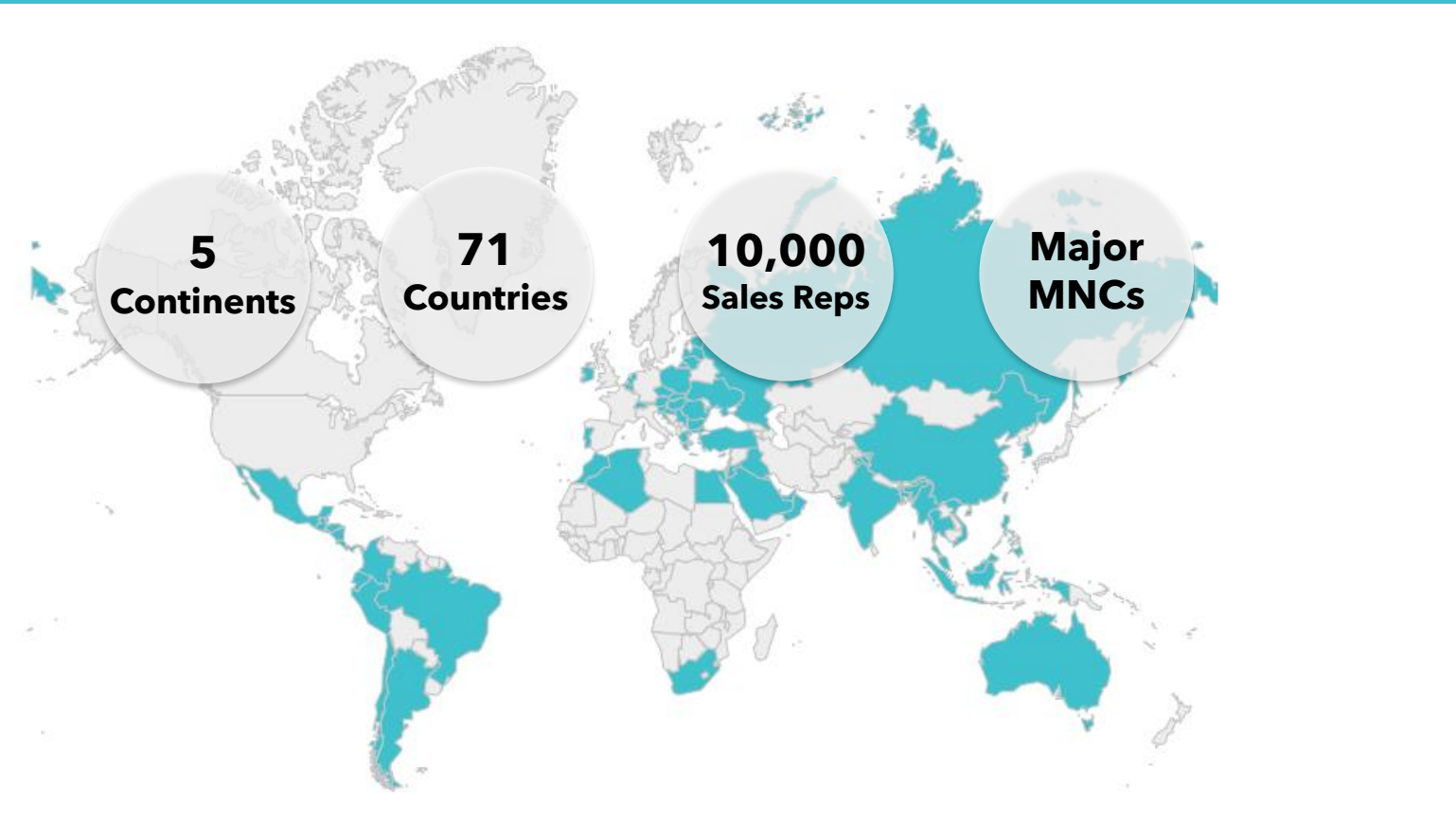

FOR ALL YOUR CUSTOMER TARGETING NEEDS

Xpower Customer Targeting is a cloud-based solution, combining a mobile app and a web platform.

Xpower empowers managers and leaders within life science companies to use best practice profiling, segmentation and targeting approaches.

A Global **Solution**

Xpower can be deployed at local, regional and global levels. Xpower enables not only collaboration between SFE, Marketing and Sales at local level but also between affiliate and Regional / Global

5 Continents

71 Countries

10,000 Sales Reps

Major MNCs

Smooth and successful global rollout in less than 2 months

3 Geo clusters

50 Countries

5,005 Sales Representatives

Running several segmentation scenarios in less than 6 months

726 Surveys

335,710 Profiled customers

697 Segmentation scenarios

Accurate **Profiling**

Xpower Customer Targeting allows for data collection, live progress tracking and provides a robust data quality check dashboard

CUSTOMER PROFILING

▶ Build different questionnaire types including complex decision trees and add logic rules
▶ Collect data via the mobile app (when online or offline) or upload already existing data and check for high data quality
▶ Add new customers on the go and capture addresses
▶ Manage multiple surveys or upload existing data
▶ Real time progress and quality tracking
▶ Identify outliers and re-open questionable results or send for validation

Robust **Segmentation**

Xpower is fast and responsive. It provides a clear step by step process allowing to design and test different scenarios at the click of a button

| DATA | ASSIGN WEIGHTS | CONCENTRATION CURVES | SEGMENTATION MATRIX |

Scenario: Insuco Diab 1 | Survey: Switzerland_Insuco_Diabetes treatment

◉ Set For All Accounts   ○ Set For Each Target Group

X–AXIS
◉ CLASSIC WEIGHTING   ○ MATHEMATICALLY ASSIGNMENT

% Assignment

| 80 | Question2:Please split the diabetes patients by type of treatment per week : Insulin |
| 20 | Question3:How many of the patients treated with Insulin receive Insuco? |

100%

SAVE   CANCEL

Expression for all Accounts : Q2*0.80+Q3*0.20

DELETE   EDIT

Y–AXIS
◉ CLASSIC WEIGHTING   ○ MATHEMATICALLY ASSIGNMENT

% Assignment

| 60 | Question1:How many patients with Diabetes patients do you see in a week? |
| 40 | Parent account market sales value |

100%

SAVE   CANCEL

Expression for all Accounts : Q1*0.60+C1*0.40

DELETE   EDIT

SAVE   CANCEL   NEXT

CUSTOMER SEGMENTATION

▸ Add external or 3rd party datasets
▸ Normalize data at the click of a button
▸ Build indicators of potential, adoption, behaviour,…
▸ Test different product or portfolio segments with different types of matrices (one or more dimensions)
▸ Compare scenarios elements (potential %, average potential, adoption %, FTE required, workload and ROI)
▸ Adjust the segmentation either by rules of manually
▸ View statistic charts and export accounts with segments

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Right **Resourcing**

Xpower allows to create customer journeys and multi channel planning. It helps define and quantify the amount of resources required to best serve each customer segment

RESOURCE ALLOCATION & VALIDATION

- ▶ Plan segment specific coverage and frequency per channel
- ▶ Examine the overall budget utilization
- ▶ Create a customer engagement plan and visualize the customer journey
- ▶ Compare planned versus required FTEs to ensure capacity
- ▶ Send segments, coverage and frequency for validation
- ▶ Set rules for changes and monitor the validation progress
- ▶ Export the promotion plan (also MCCP compatible files)

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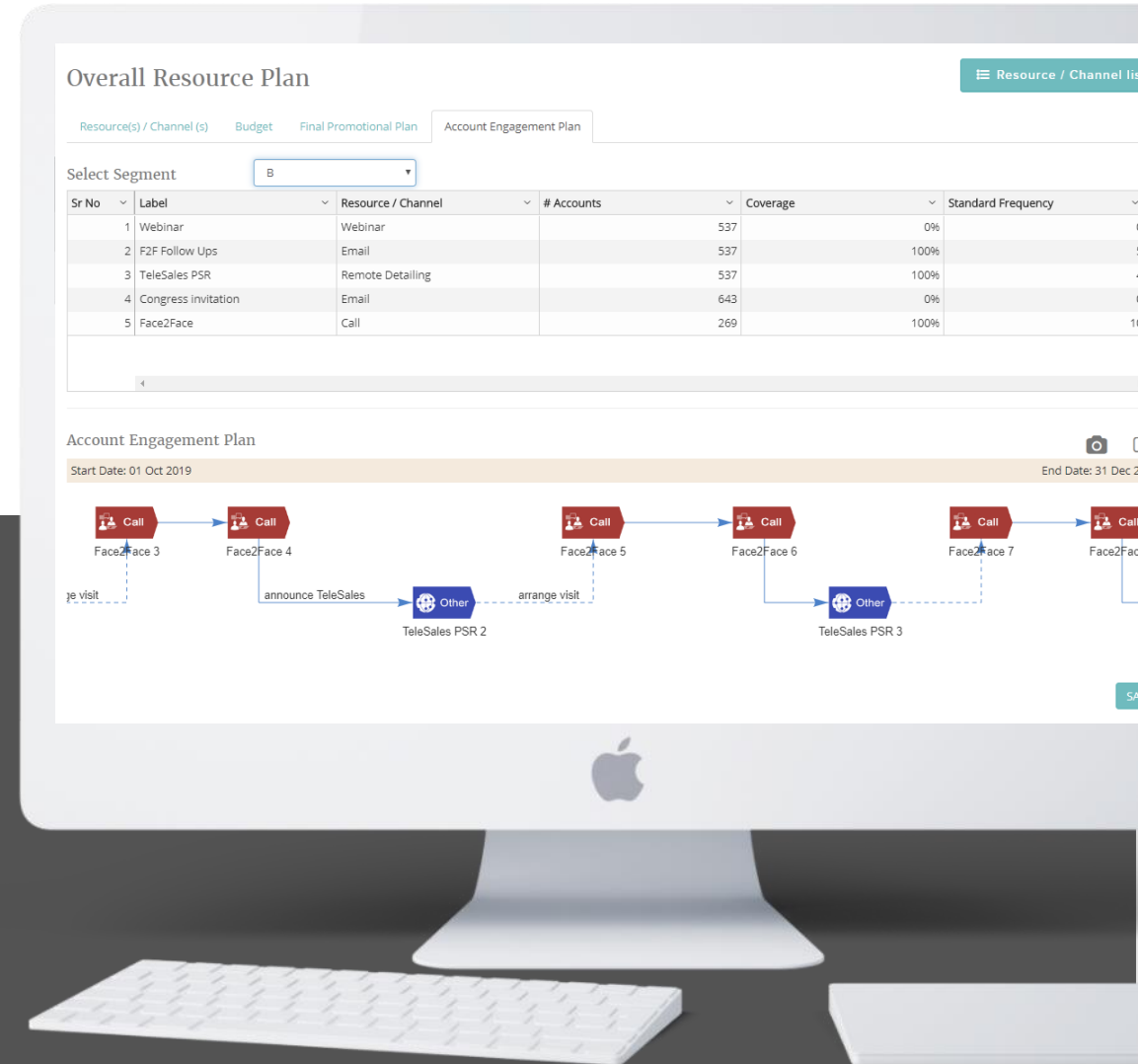
Balanced **Territories**

The Xpower Customer Targeting platform allows you to define well balanced and equipotent territories by combining variables into a territory alignment index

TERRITORY DESIGN

- ▶ Review territory workload
- ▶ Combine variables into a territory alignment index
- ▶ Analyze and fix territory unbalances
- ▶ Adjust workload and territories by transferring customers across territories: manually, via rules or using a map
- ▶ Design territories customer wise or brick wise
- ▶ Send for FLSM validation
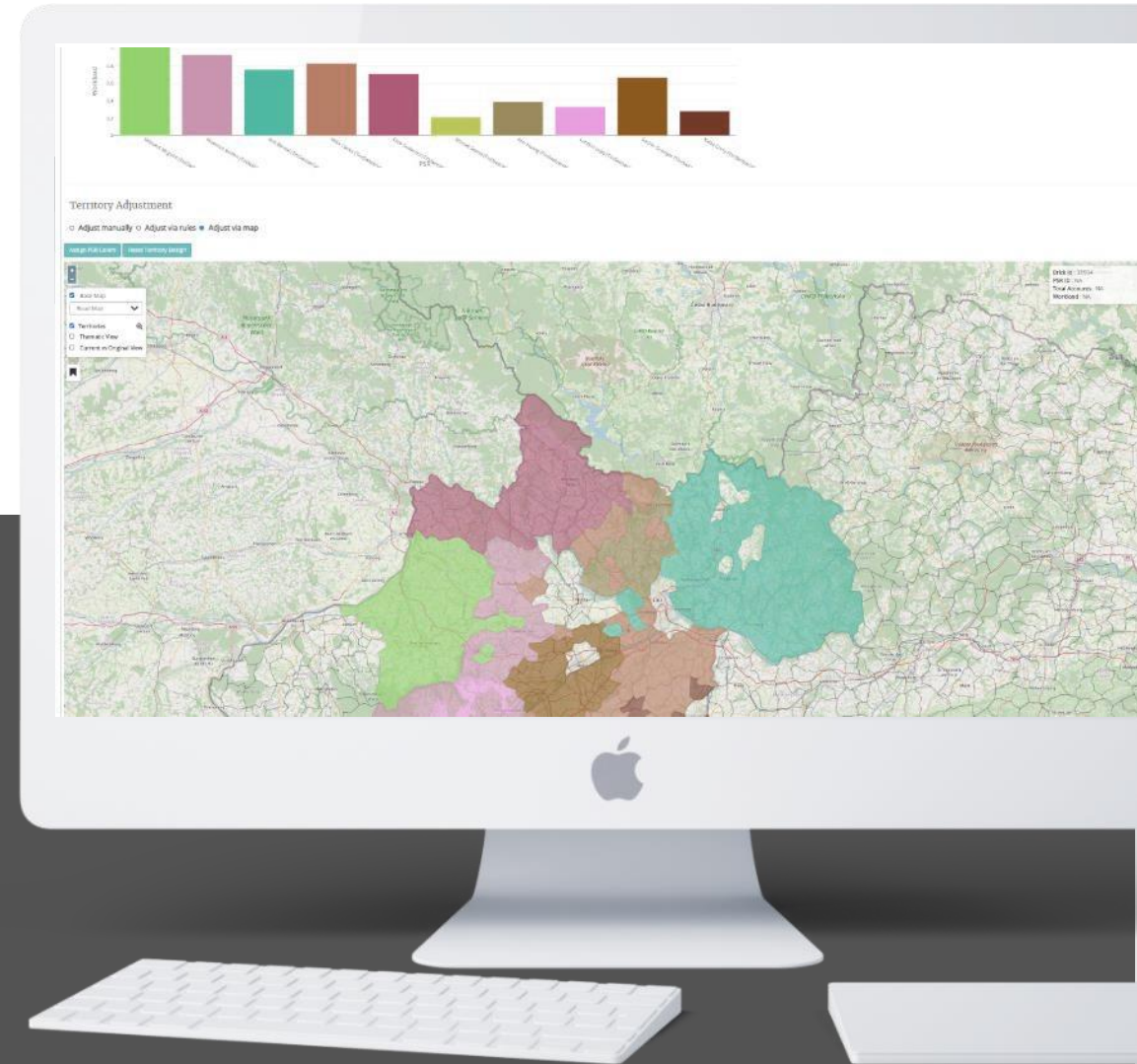
User **Friendliness**

Xpower is superior to many of the current practices used by pharma clients. Is easy to use and provides a roadmap from start to end

DATA AND ACCESS

▸ Multiple templates for easy data upload
▸ No need for expertise in spreadsheets and statistical analysis
▸ Layered access incl. multiple user types
▸ Regional / Global Admin dashboard
▸ Communicate through the in-built messenger
▸ Intuitive User Guide
▸ Knowledgebase – a self-service online library
▸ Veeva/CRM integration possibilities

Preferred tool for customer segmentation:

77% ██████ Xpower

23% ▢ Excel

100% ██████ Xpower

0% | CRM
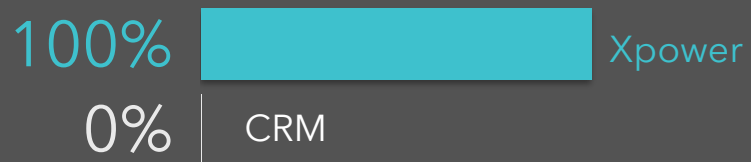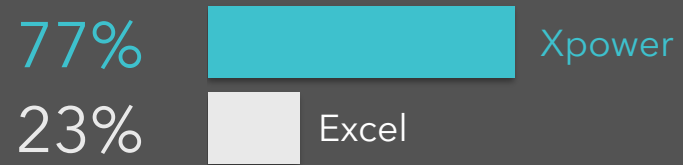
Client **Voices**

> " *Xpower fills a business critical gap for us, enabling the collection of complete and accurate profiling data, flexible approaches to segmenting customers, and generation of multi-channel cycle plans across multiple countries in a consistent and efficient manner* – Global Commercial Excellence Head

Compared to previously used tools, **Xpower is:**

85%
Easier

85%
More efficient
and faster

89%
More useful

Success **Stories**

■■■■■■■■■

> *We were able to run and tested several scenarios until we were happy with the result. We ensured that we have meaningful segments and that we had the capacity (FTEs required) to deliver the plan*
> – SFE Head, Philippines

Future **Outlook**

Xpower is evolving. We have exciting new features planned for 2021

SALES TARGET SETTING MODULE

Definition of sales targets based on 19 different methodologies

Rules and limits for adjustment and approval process through dedicated communication module

★ *BETA VERSION* ★
already available for Xpower CT clients

PREDICTIVE SEGMENTATION

Segmentation of the customer universe based on data from a sample of customers
▸ Python based
▸ Economic / value-based segmentation
▸ Behavior based clustering

★ *PILOT PROJECTS* ★
in Belgium, Greece and Philippines

About **Xcellen**

WHO WE ARE

▶ Xcellen is a leading technology and advisory firm providing sales force effectiveness services to many of the world's top life-sciences companies.

WHAT WE DO

▶ Rooted in Management Consultancy, Xcellen was founded in 2015 in Singapore

▶ With a focus on the pharmaceutical industry, we specialize in in commercial excellence and customer segmentation

OUR CLIENTS

▶ MNC clientele

▶ Global reach

▶ Veeva partner

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