

Accelerated Enterprise Marketing



Driving Marketing Effectiveness for the Life Sciences Industry

The pharmaceutical, biotech and medical device markets are continually changing, and leading organizations are shifting their marketing strategies and investments to capitalize on new opportunities. Promotional activities are a critical area of spending in Life Sciences—representing 24.4 percent of sales revenues—and it has been rapidly escalating over recent years.

In addition to this increase in spending, the market environment is also changing with R&D pipelines less able to drive growth. The relative influence of stakeholders is shifting as payers and consumers are becoming more powerful, and commercial models need to evolve accordingly. Lastly,

changing regulations are driving increased requirements for access to data, messaging and promotional investments for marketers.

As a result, Life Sciences companies are evaluating the effectiveness of their promotional activities and controlling spending by:

- Building more efficient processes
- Increasing accountability for spend effectiveness
- Implementing strong analytics
- Enhancing customer interactions
- Implementing closed loop marketing capabilities



Common Marketing Concerns in the Life Sciences Industry

- Are my current marketing practices efficient and effective?
- How and where should I spend my marketing dollars—by brand, by region, by customer or by channel?
- Can I compare and contrast the effectiveness of my marketing activities and determine ROI?
- Can I assess when materials are expiring, require review or are affected by a labeling change?
- Do my current processes adequately support compliance requirements and risks?
- How quickly can I review and deliver promotional materials to support marketing and sales needs?

Capgemini and Aprimo partner to bring Life Sciences organizations an Accelerated Enterprise Marketing solution to address these key issues. Aprimo is a leading provider of marketing software and services that enhance the productivity and performance of marketing organizations. Capgemini is a leading global provider of management consulting, technology and outsourcing services to the pharmaceutical, biotechnology and medical devices industries as ranked by the 2008 IDC Health Industry Insights Life Sciences Buyers' Guide.

What is Accelerated Enterprise Marketing?

The software expertise of Aprimo, combined with the consulting and implementation experience of Capgemini, make us the partners of choice for companies. Together, we have developed an out-of-the-box Accelerated Enterprise Marketing solution to help companies yield greater value from their marketing programs and promotions. This joint solution focuses on four major sources of value creation:

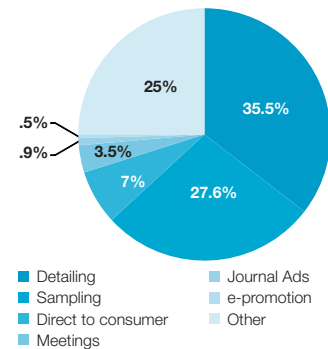
1. Centralized marketing spend follow-up and control

- Implement one streamlined platform for marketing management to replace cumbersome spreadsheets and e-mails
- Build dashboards to increase control
- Refine reporting capabilities to analyze spend across various dimensions

2. Enhanced marketing resource allocation and investment analysis

- Align marketing spend with corporate objectives
- Manage marketing spend at any stage of the promotional lifecycle
- Identify market response to promotional activities and reallocate spend accordingly

Figure 1: Pharmaceutical Marketing Expenditures Breakdown



Source: IMS and CAM Data, The Cost of Pushing Pills: A New Estimate of Pharmaceutical Promotion Expenditures in the United States - 2008

3. Improved marketing decisions and strategic focus

- Increase time spent on value-added activities, including strategic thinking, analysis, segmentation and messaging
- Raise visibility on outputs and improve decisions
- Improve overall marketing strategy effectiveness

4. Marketing process effectiveness

- Enhance and standardize marketing processes
- Streamline campaign and event management processes
- Streamline the review and delivery processes for promotional materials
- Improve tracking of marketing materials and their status

Measuring Value in the Real World

Capgemini and Aprimo bring a successful track record of helping Life Sciences companies generate value by improving the effectiveness of their marketing activities and spend:

- A leading biotech company redesigned, streamlined and standardized its entire marketing management approach, processes and systems with the help of Capgemini and Aprimo.

Figure 2: Accelerated Enterprise Marketing Solution Overview



Source: Capgemini

1. Industry-Leading Practices and Consulting Support
 - Leading Practice Reports
 - Leading Practice Processes
 - Configuration and Terminology
2. Aprimo Enterprise Marketing Management Platform
 - Marketing Performance Management
 - Marketing Resource Management
 - Enterprise Campaign Management
3. Business and Technology Consulting
 - Life Sciences Transformation Consulting
 - CRM and Change Management
 - System Integration
 - Product Expertise

To complement our Accelerated Enterprise Marketing solution, Capgemini and Aprimo also focus on:

- Closed Loop Marketing
- Copy Review Process Management
- Product Launch Excellence
- Marketing Productivity
- Marketing Operations Maturity Model
- Digital Asset Management
- Campaign Management
- Hosting Services

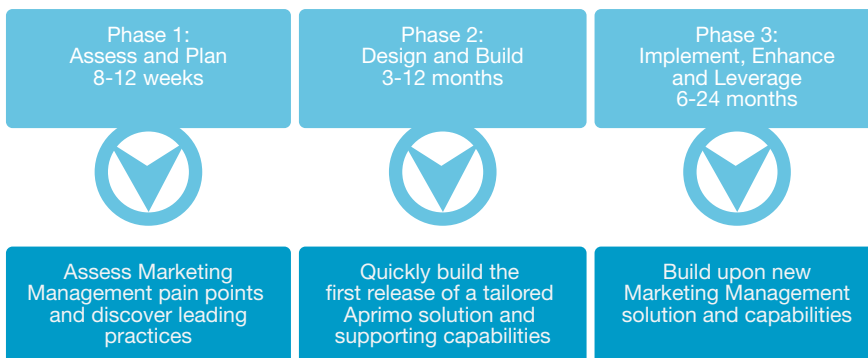
- Leading pharmaceutical companies saved on costs by eliminating multiple marketing systems and reducing production cycle times of marketing materials by working with Capgemini and Aprimo to implement copy review leading practices and Aprimo Enterprise Marketing Management (EMM) / Workflow Manager.
- A leading consumer healthcare company doubled its campaign response rate and improved brand identity by more than 50 percent through the Aprimo EMM / Dialogue Manager.

Getting Started

The Accelerated Enterprise Marketing solution provides a head start using established methodologies, as well as a customized approach adapted to your specific needs, to assess the maturity of your current marketing capabilities and implement leading practices. This methodology includes situational assessment, solution design and phased implementation (see Figure 3).

In addition, we have extended the Aprimo Enterprise Marketing Management solution to offer a leading

Figure 3: Business & Technology Consulting Approach and Project Phases



Source: Capgemini

marketing resource management and campaign management software platform for Life Sciences companies. The Life Sciences Vertical gives Aprimo clients a substantial accelerator by providing a Life Science pre-configuration, workflows and additional features, including:

- 22 therapeutic areas and 67 custom fields
- 70 predefined object types
- 33 custom views and page layouts
- Eight tactic request forms
- Four pre-built reports
- Three workflows: Built PRC, speaker events and ad boards
- Video and web markup
- SAP connector

These configurations are designed to provide an 80/20 starting point that accelerates and compresses the configuration cycle for each client. Capgemini is committed to continually extend the Aprimo Life Sciences Version by developing new functionality and customizations needed to meet client requirements. Capgemini leverages our Aprimo Center of Excellence based in Mumbai, India to support our development work for the Life Sciences Version. The center also services Aprimo engagements for our clients and offers hosting options for Aprimo customers.

To learn how Capgemini and Aprimo can enhance your marketing spend and operations, contact us.



About Capgemini

Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, enables its clients to transform and perform through technologies. Capgemini provides its clients with insights and capabilities that boost their freedom to achieve superior results through a unique way of working, the Collaborative Business Experience™. The Group relies on its global delivery model called Rightshore®, which

aims to get the right balance of the best talent from multiple locations, working as one team to create and deliver the optimum solution for clients. Present in more than 30 countries, Capgemini reported 2008 global revenues of EUR 8.7 billion (approximately USD \$12.74 billion) and employs 90,000 people worldwide.

More information is available at www.us.capgemini.com



About Aprimo

Aprimo is a leading provider of marketing software and services that enhance the productivity and performance of marketing organizations. Aprimo's integrated suite of applications, Aprimo Enterprise, improves alignment across the Marketing Value Chain (the business processes that connect corporate, brand, field marketing, and external marketing suppliers and agencies) and enables the execution of multi-channel marketing

campaigns. Aprimo Enterprise is based on the Enterprise Marketing Backbone. Aprimo's innovative service oriented architecture (SOA) eliminates marketing as an island of automation within the enterprise. Aprimo provides solutions primarily to large enterprises and medium-sized businesses worldwide, including companies in the automotive, consumer packaged goods, financial services, life sciences, rental, technology, media & entertainment, and telecommunications industries.

For more information, visit: www.aprimo.com

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