



Cognizant
Passion for building stronger businesses

marketRx
A Cognizant Company

KM in Life Sciences Marketing

Case Study



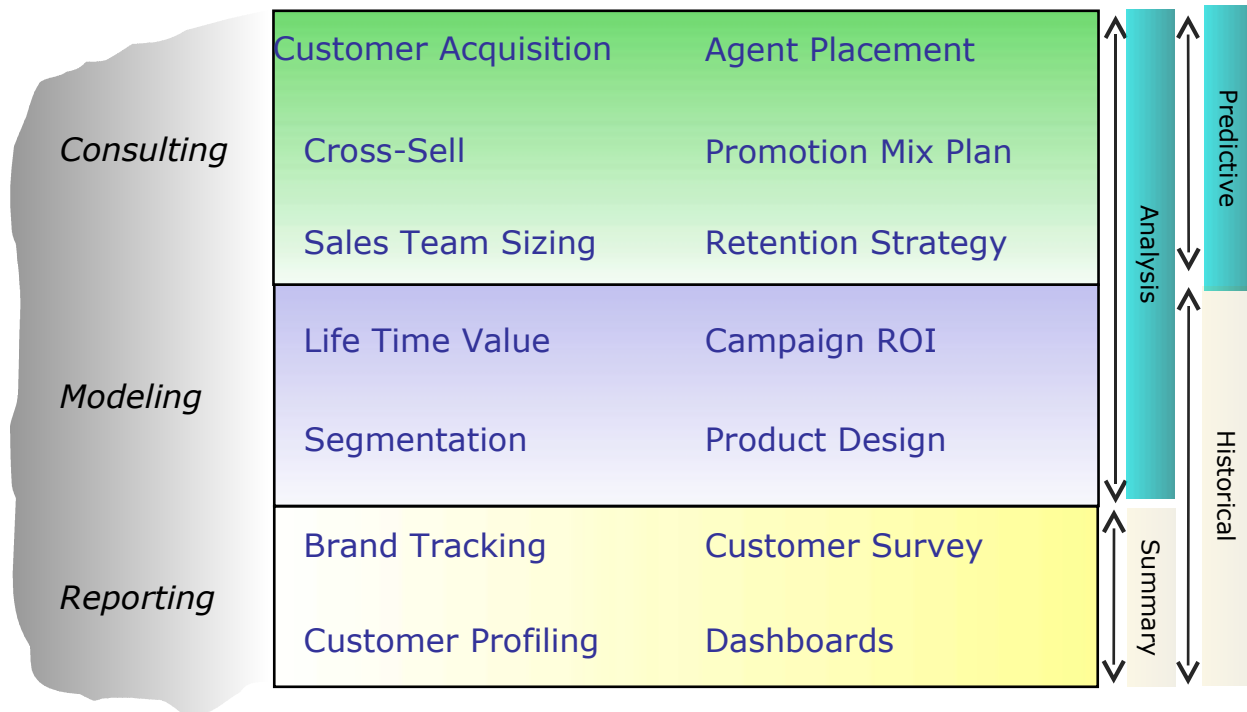
Subinder Khurana
Head of Delivery
Cognizant Analytics

Cognizant Analytics helps clients improve ROI of their Sales and Marketing efforts *predictably* and *quantifiably*

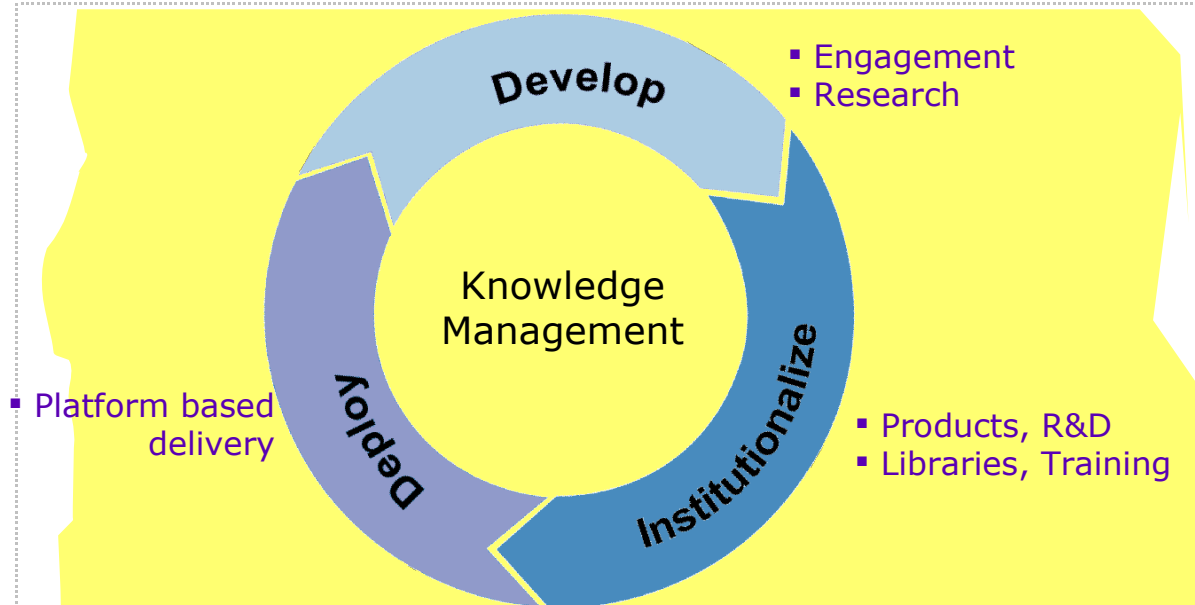
Example Problems Solved

- Who are our most profitable customers and how do we retain them?
- What would happen to sales if we were to increase promotion budget by 20%?
- Do we have the right number of sales people in each territory?
- Are our sales incentives driving the right behavior in salespeople?

Example Services



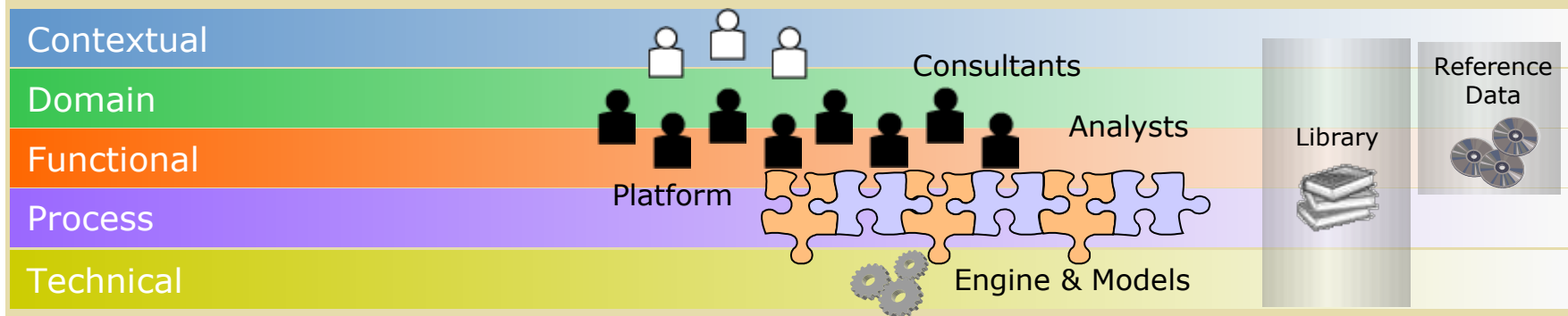
Knowledge Management is integral to Our Delivery Architecture



Outcomes

- Revenue per FTE >\$125K
- 17 of Top 20 Global Pharma clients

Knowledge Management Architecture





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Thank you