

## On-Site Commercial Analytics

Qral Group's business objective is to identify a select few long-term, client relationships to grow and nurture over the long haul. True quality and business impact can only be attained through a thorough and nuanced understanding of the business and its people, which requires establishing and building a long-term working relationship.

"On-Site Commercial Analytics" is one way to establish this type of working relationship. Although service typically starts with an acute need, e.g., a vacancy or performance crisis, Qral Group quickly engages our clients to get the immediate job done. But we also use that opportunity to learn your business and find ways to advance together.

To achieve this idealistic objective, our on-site commercial analytics teams are:

- **Ready to go from Day 1.** Our team members come already trained in core pharma/biotech commercial analytics capabilities. With a special depth in: business performance analytics (especially ultra orphan), IC Design, ROI Analysis, Commercial Operations (e.g., territory design) and orphan/ultra orphan launch (budgeting & PMO)
- **Equipped with the Qral Toolbox.** Included in the per diem rate is a set of advanced tools to enhance the productivity of the on-site analytics role. For data management & visualization, our teams have licenses and training in cloud-enabled versions of Alteryx and Tableau, which can run off of our AWS site or laptop. For workflow, we log our activities in tools like Slack or Basecamp, which leaves a searchable record of the on-site activities with your company which can be used to accelerate on-boarding of new personnel to your team
- **Connected to the Qral network.** We work as a team to ensure that we can solve your problem. The on-site contact will have access to 20 full-time consultants and the Qral library with tools/frameworks to support tasks like Patient Journey development or Sales Territory Design
- **An optimized "FTE."** Although there will be one point of contact, that point of contact will have the ability to access the Qral team which will have a wider ranging set of skills and experiences to help solve the problem at hand. No one person knows everything, this is why we believe in an optimized FTE

7

Currently Placed On-Site Analytics FTEs

2 - 8

Typical # of Years of Professional Experience

1-4

# Days per Week Available On-Site

\$1,480

Per Diem Rate

## Engagement Stories



Steph  
New York

**Performance Analytics in Ultra Orphan.** The Global commercial analytics team required extra arms & legs to produce the quarterly "Executive Business Review." Needs were highly unstructured, disruptively innovative products were 6 months post launch and executives' questions driven by quarterly results.

Steph built a quarterly reporting process using Tableau Online, where 80% of the questions were addressed through two SFDC feeds. She sought help from the Alteryx experts with Qral in Chicago to build a process to aggregate and include Veeva call activity data to complete the remaining 20%.

Commercial Analytics appreciated Tableau's ability to document business rules in custom "Measures" for transparency and repeatability. Moreover, Commercial Analytics had on-line login, so they could also directly access the data and charts if required.