

## Disrupting the way Commercial Reports are designed, produced, and distributed

Qral Group is disrupting the way Commercial Reports are designed, produced, and distributed for global pharmaceutical & biotech companies. We help our clients deliver an improved product while...

- **Getting your team up & running faster** by reducing design time from 4 months to 4 weeks
- **Operating costs at 50% less** versus the current, established low-cost provider to global pharma/biotech
- **Enabling rapid prototyping**, simple changes require 1-2 days and the third-party platform enables many internal users or vendors to apply those changes

We do this through a unique blend of business knowledge, process design, and the Qral Suite of third-party, cloud-based data and technology tools. We help our clients benefit from the tremendous innovation in software services over the past 2-3 years. By migrating to those world-class, mobile-ready, cloud-enabled platforms, Global Pharma and Biotech Commercial Teams can modernize their business reports, **now**, at fractions of the cost.

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>\$5b Clients with Qral-Managed On-Going Operations

25

Global Markets Operating on the Qral Suite

1,500

Sales Representatives Receiving Monthly IC Scorecards

8

US-based, Qral design team members

### Big Pharma

US Commercial VP running Primary Care Business Unit, recently reorganized and required update of business performance metrics

Traditional provider had team of 5 people, working for 8 weeks, and nothing to show

Qral applied rapid prototyping concept, designing data model, dashboard, and produced reports to > 200 business users

Time required: 8 weeks

### Med Devices

Executive team runs a multi-billion dollar business, but did not have visibility into their performance until 30 days after the close of the quarter

Designed a reporting mode, connected to client's SFDC system for real-time updates in 20 key markets – allowing the executive team to proactively manage their business

Time required: 4 weeks

### Ultra Orphan

Global Commercial Lead knew that the IC Scorecards, which were delivered monthly in an emailed PDF, were obsolete, but commercial budgets were tight in order to fund the pipeline

Leveraged new technology to quickly and cost effectively migrate to a modern, interactive, mobile-ready design. Enabled new field manager coaching opportunities, i.e., impromptu coaching sessions walking through IC Scorecards on iPads

Time required: 3 weeks



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