

## Linking Sales Clusters

For the growing needs of a global bio-pharma giant to gain a competitive advantage, Pomerol Partners linked disconnected sources, and brought agile and beautiful sales dashboards to the front.

### Driving for a change:

Simply, a less complex way to reveal insights on their true sales drivers.

- Widening discrepancy between sales versus target KPIs
- Growing complexity of SQL queries applied to business logic
- Frustrations in using a 3rd party data service provider
- Continuous turnover within the development team with loss of knowledge-base

### Requirements identified:

Over 10,000 healthcare accounts identified  
120 Sales territories  
16 distinct sources  
10 focused products

### Solutions delivered:

A cost effective yet best-in-breed software application now provides the enrichment of fuzzy data. Generating real-time information for the assessment of KPIs and genuine sales drivers.

- Accelerated ROI by 10%
- Visual interactive graphics producing 100 multi-variate sales approaches
- Confidence in poor data accuracy restored for executives
- Continuing commitment to training and big data understanding

*"We are infinitely closer to understanding and acting upon Big Data now."*

*- Head of BI Operations*

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