



## 360° Business Planning Solution

A technology-enabled solution to streamline collaborative business planning across multiple regions

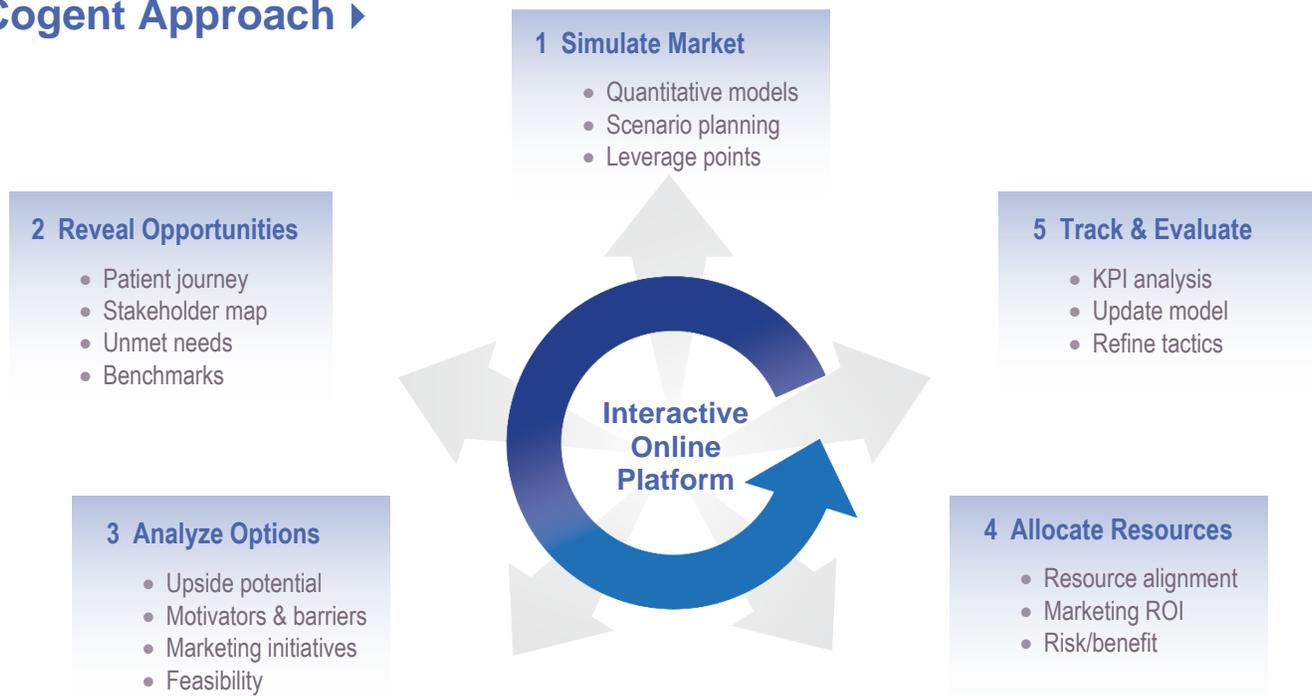
Every year, top executives invest countless hours over many months to conduct an annual business ritual: **the strategic planning process**.

Cogent's technology-enabled business planning solution has helped multi-national organizations streamline business planning and build confidence to implement new business strategies more efficiently and more effectively.

### Is your organization getting the maximum benefit from this investment?

- New insights and learnings?
- Honest dialogue vs. positioning?
- Robust business cases for new ideas vs. minor adjustments to last year's plan?
- Quality of thinking vs. quantity of templates?

### Cogent Approach ▶



### Benefits ▶

Confidence in fact-based decisions

#### Uncover hidden growth potential:

- Build customized, patient-based models
- Challenge conventional thinking with a fresh approach
- Identify levers that drive revenue

#### Mitigate risk through scenario modeling:

- Test scenarios real-time with a user-friendly, dynamic tool
- Understand the impact of different competitor events, regulatory timing, etc.

#### Increase forecast transparency & predictability:

- Create financial forecasts pressure-tested to truly reflect market dynamics
- Clearly document supporting evidence, assumptions, and rationale

#### Foster organizational alignment & save time:

- Align your team using a common language & approach
- Streamline process & better leverage your time

## Advantages of the Cogent Online Platform ▶



- ✓ **Collaborate** and share models and scenarios in real time
- ✓ **Annotate** sources & assumptions; **comment** directly on each other's models & scenarios
- ✓ Easily **roll-up or compare** scenarios from multiple regions – avoid hassle of sharing multiple files
- ✓ **Control versions** and **track changes** to scenarios by time & user
- ✓ **Automatically update model** to keep all users working with the most recent data and algorithms
- ✓ **Data Security** - control access levels and minimize introduction of errors
- ✓ Create automatic links to other databases and process large volumes of data in real time

## Case Studies ▶

### Brand Maximization across Countries for a Mature Product

**Business Challenge:** Top 10 Pharma client with a mature product and stagnating sales faced critical decisions about how to maximize growth. Client was frustrated by lack of consistent analyses across regions

**Cogent Approach:**

- Methodically assessed market dynamics and built interactive model for each country
- Benchmarked across 30 markets; uncovered local differences (market share, reimbursement, treatment patterns, GP/FP vs. Specialist roles, etc.)
- Quantified upside potential and key leverage points by country
- Generated strategic priorities, operational plans, and business cases for marketing investments
- Coached local teams throughout process, shared best practices, and reviewed final business plans

**Results:** Through a steady and consistent process over several years, we helped grow the brand from \$600MM to over \$1 Billion in revenue. In the words of our client: "Cogent's guidance in uncovering hidden potential and aligning global teams was invaluable."

### Pre-launch Planning for Emerging Antibiotic Portfolio

**Business Challenge:** A mid-sized company sought help planning the launch of two antibiotics across 20+ markets. With limited infrastructure and new teams in many markets, the client needed to build an ambitious but achievable business plan while also generating input and buy-in from local teams.

**Cogent Approach:**

- Built a dynamic online market simulation model to quantify business potential and test different launch scenarios for each market across the region
- Conducted primary research and mined real patient data to define inputs and segmentation
- Analyzed analogues and other factors to simulate realistic product uptake curves by country
- Refined assumptions and built consensus projections with local teams' input
- Benchmarked cross-country to identify missed opportunities and flag overly optimistic projections

**Results:** Cogent generated a realistic, fact-based forecast that reflected local differences. We aligned global teams around a common language and framework. As the client executed the launch, we updated assumptions around timelines, reimbursement and results in real-time. Our platform offered critical guidance around sales force & other related investments. Our analysis also played an important role in a subsequent acquisition by a large pharma player.

To discuss whether Cogent's solution is a good fit for your organization, please don't hesitate to contact us at [info@kogentconsult.com](mailto:info@kogentconsult.com)