

# Report Summary: Outsourcing Trends for I.T. Services Supporting Pharma Sales & Marketing

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## STUDY BACKGROUND

Across industries organizations are re-evaluating their outsourcing strategies to further streamline internal operations and reduce operating cost. Pharmaceutical Marketing and Sales organizations can be enabled or disabled by their Information Technology (I.T.) support services. This is why most pharmaceutical organizations are increasingly shifting their I.T. support functions to third party vendors.

To identify outsourcing strategies and gather key performance drivers, insights and practices reflecting I.T. service levels for pharmaceutical Sales and Marketing operations, Best Practices, LLC surveyed ten of the leading pharmaceutical companies in the following six areas:

- Help Desk Operations
- Hardware Support Services

### Benchmarking Report at-a-Glance

#### Featured Companies

- Abbott Laboratories
- Aventis
- Bayer
- Bristol-Myers Squibb
- Eli Lilly
- GlaxoSmithKline
- Novartis
- Johnson & Johnson
- Roche
- Sankyo Pharma

#### Industry Analysis

Industry-wide outsourcing has become one of the strongest tools to streamline business processes and focus companies' resources only on core competencies.

#### Information Type

- 30+ Data Graphics
- 65+ Metrics

#### Report Length

- 60 slides

- Data Center Management
- Staffing and Resources
- Production Support Services
- Vendor Performance

## STUDY SUMMARY

**Outsourcing Trends for I.T. Services Supporting Pharma Sales & Marketing** examines efficiency metrics and outsourcing trends for I.T. Sales & Marketing support services. The insights, performance benchmarks and outsourcing trends identified in this 60-slide presentation will help Sales, Marketing and IT leaders to effectively:

- Manage their IT Sales & Marketing support service systems and find an adequate sourcing mix for I.T. Sales & Marketing support services, including: help desk operations, hardware support, data management and production support.
- Make the business case for their insourcing and outsourcing strategies by providing key reference points from leading pharmaceutical companies.
- Determine internal staffing levels required to manage vendor relationships as well as in-house functions.
- Capture service level agreements for outsourced processes that simultaneously manage and incent I.T. vendors to achieve superior customer satisfaction.

## SAMPLE SLIDES


Survey participants in this study were asked about their current and projected outsourcing strategies as well as metrics to effectively manage vendor relationships and internal processes.

### Study Overview

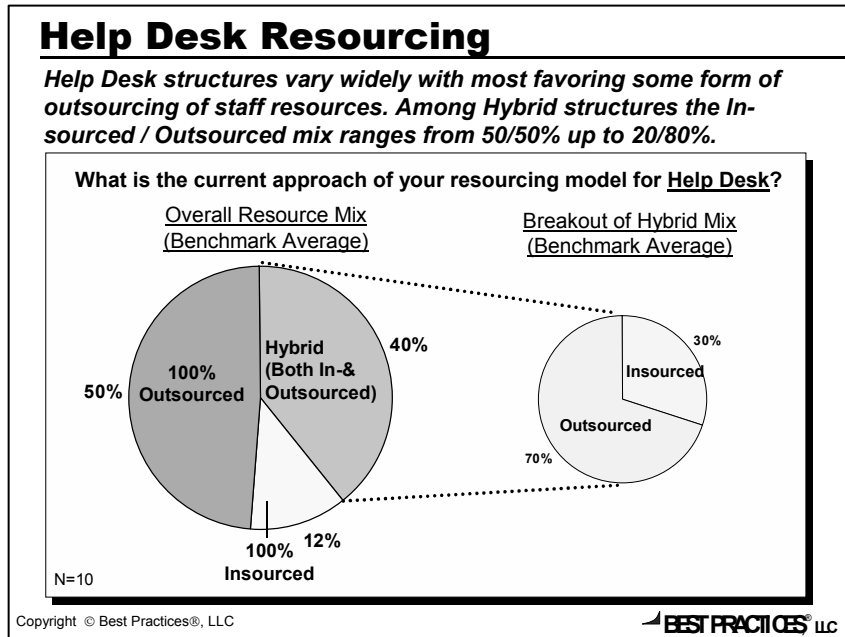
*Pharmaceutical commercial operations are enabled – or disabled – by their Information Technology (I.T.) support organizations. This study analyzes critical I.T. trends among Sales & Marketing Operations.*

Study Objective	Key Topic Areas
The purpose of this study was to understand I.T. Outsourcing trends among Pharma Sales and Marketing organizations – and to harvest key performance metrics, practices and insights reflecting I.T. service levels for commercial operations.	<ul style="list-style-type: none"><li>• Service Level Agreements (SLAs)</li><li>• Help Desk Operations</li><li>• Hardware Support Services</li><li>• Data Center Management</li><li>• Production Support Services</li><li>• Staffing and Resources</li><li>• Vendor Performance</li></ul>

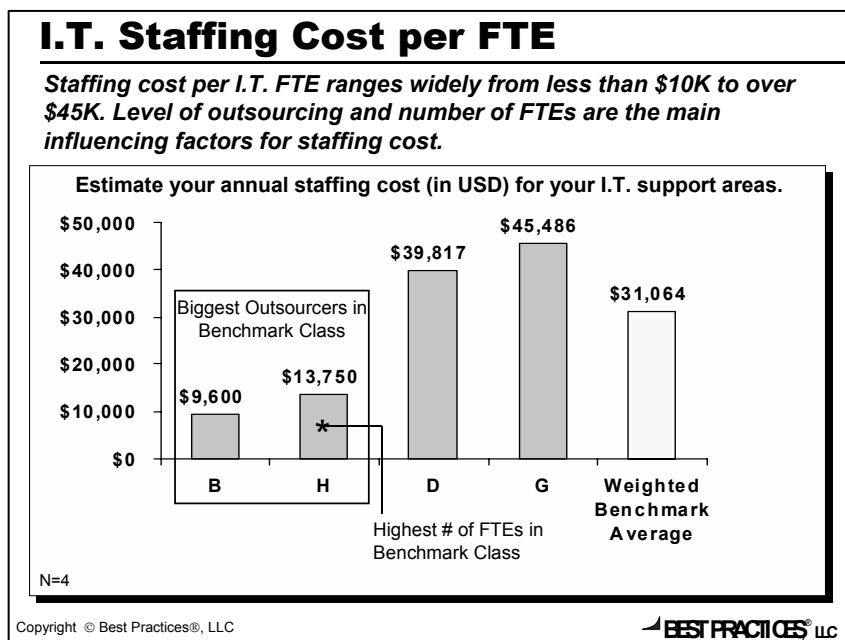
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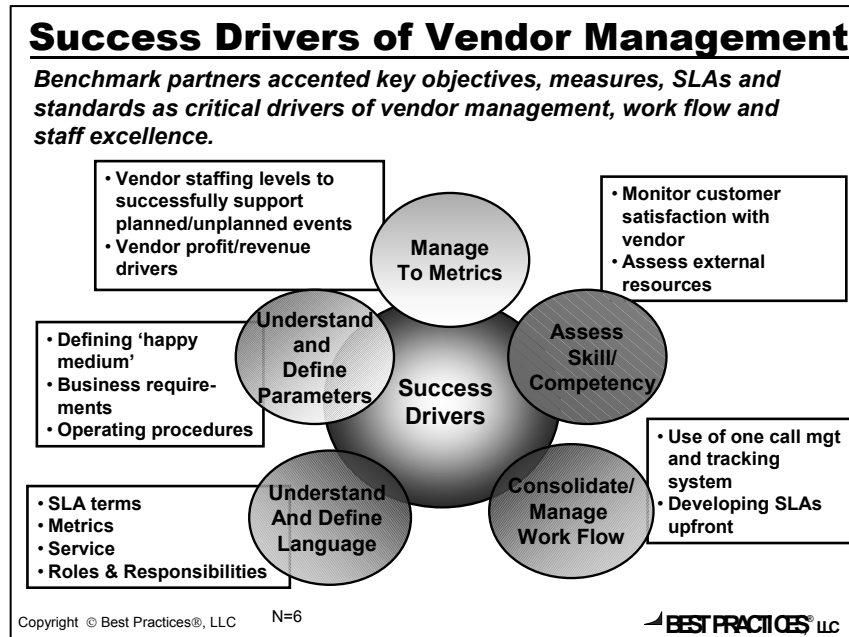
Participants provided information on their current sourcing mix for four critical I.T. support services used frequently by the sales and marketing organizations: Help Desk (Call Center) Services, Data Management, Hardware Support and Production Support. The chart below shows that 50 percent of participants fully outsource Help Desk operations, whereas 40 percent employ a hybrid sourcing model – a mix between outsourced and internal operations.



The following chart depicts annual staffing cost for I.T. services per I.T. FTE. Cost ranges greatly among the benchmark class from less than \$10K to over \$45K; yet the companies that outsource most of their I.T. services to third party vendors report the lowest cost for I.T. staffing.



Once a company decides to outsource part or all of its I.T. services the success of the sourcing model greatly depends on the relationship maintained with the I.T. vendor. Benchmarked executives identified five drivers of successful vendor management. One participant noted that it's crucial to constantly refine Service Level Agreements together with the vendor to ensure superior customer satisfaction rather than fulfillment of performance metrics alone.



## LIST OF EXHIBITS

- Sourcing Models for Help Desk, Data Center, Hardware Support and Production Support Services
- Metrics that Measure Help Desk Performance, including Abandonment Rates, Response Time, Call Resolution, Service Coverage Levels
- Metrics Measuring Data Center Services, including Downtime Patterns and Server Deployment
- Metrics that Measure Hardware Services, including Repair/Replacement Speed
- Metrics Measuring Production Support Performance
- Production Support Service Pricing Models
- Information Technology Staffing Cost per FTE and per User
- I.T. Staff Cost Analysis and Staff Deployment
- Application & Development Cost for Onshore and Offshore Staff
- Vendor Satisfaction Ratings & Success Drivers of Vendor Management
- Future Trends in I.T. Outsourcing

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