



Competitive Commercial Infrastructure Assessment

CLIENT

Leading European Science Company

INDUSTRY

Life Sciences

THERAPY AREA

Women's health

TYPE OF PROJECT

Primary Competitive Intelligence (CI) and Secondary Research



BUSINESS IMPACT

- Helped the client benchmark their own field resources against key competitors, enabling them to make informed decisions on field force structure
- Enabled the client to perform gap analysis in their promotional strategy and devise plans to boost their market share-of-voice



PROJECT OBJECTIVES

- Conduct a competitor assessment to gain insights into the field force and commercial strategies of the client's key competitors in reproductive medicine

SCOPE

- Therapeutic areas of focus: Women's Health
- Geographic scope: UK, Spain, France
- KITs and KIQs:
 - Develop a comprehensive overview of the competitors' field force (sales and medical) and office-based resources (marketing) supporting their Reproductive Medicine/Women's Health portfolios
 - Chart each competitor's share-of-voice, including field force and promotional intensity
 - Gather insights into competitors' promotional strategies

C5i Solution Approach

A two-stage project utilizing both primary and secondary CI, where C5i:

- Conducted comprehensive secondary research to determine competitors' messaging and promotional efforts via digital channels and social media to each stakeholder of interest

- Followed up with primary CI to gather further insights on each competitor's promotional strategy and messaging as well as to determine the size and structure of the field force and marketing resources supporting the competitors' portfolios

OUTCOMES

- Optimized resourcing and field force deployment by the client to gain an edge over their competitors in share-of-voice
- Helped shape the client's promotional strategy to drive the most effective communication and engagement strategy with stakeholders

Key Deliverables

EXECUTIVE SUMMARY

All included companies have their own sales teams in all the three countries except Company C and Company E in the UK (where they have licensed distributors)

Competitors	UK				France				Spain			
	Regions	Regional manager*	Sales reps	MSLs	Regions	Regional manager*	Sales reps	MSLs	Regions	Regional manager*	Sales reps	MSLs
Company A	4	4	35	4	6	6	54	4	7	7	49	3
Company B	4	4	KAM 30	5	5	5	Account manager 43	5	5	5	Area managers 34	4
Company C	-	-	KAM 4	-	5	5	43	3	4	Area managers 4	+4 Area managers 26	2
Company D	4	4	KAM 15	4	4	4	16	4	5	Area managers 5	27	3
Company E	4	Business Development Manager 10	-	Customer care advisor 4	5	4	Account manager 37	Cross portfolio 5	4	4	Area managers 20	4

* Also called "Regional director" for few companies
Also called "Associate director" for few companies

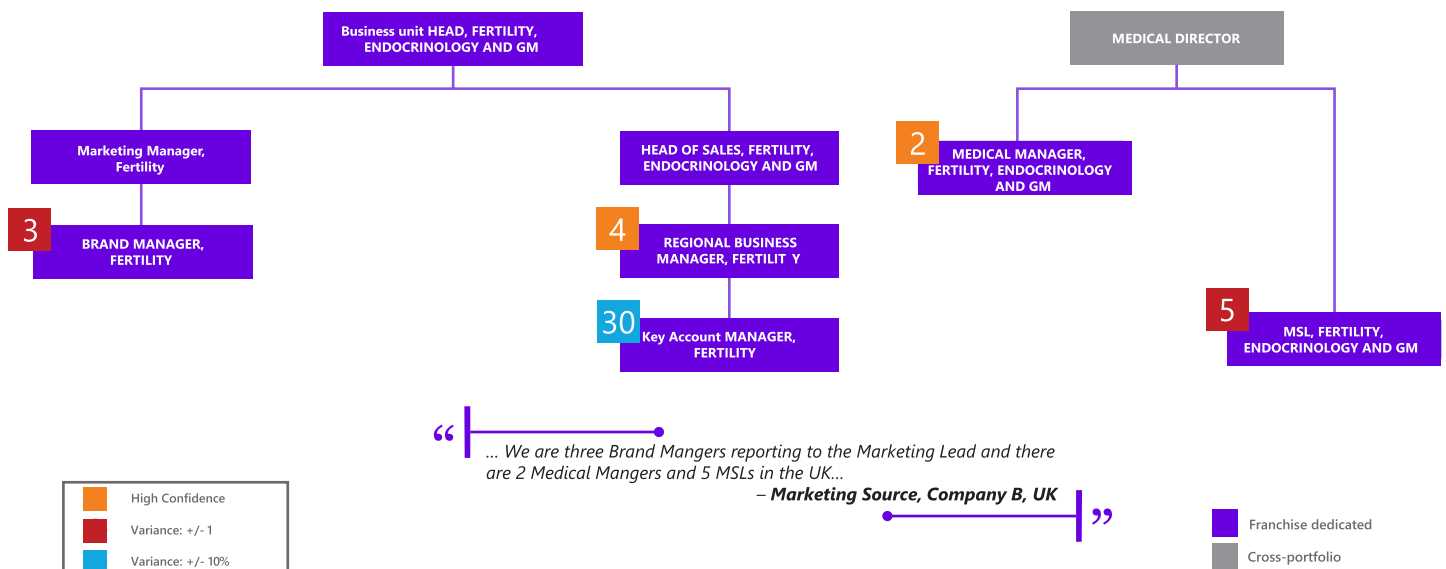
Abbreviations- MSL: Medical Science Liaison; KAM: Key Account Manager

	High Confidence
	Variance: +/- 1
	Variance: +/- 10%

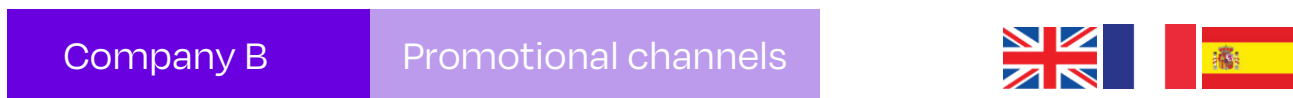
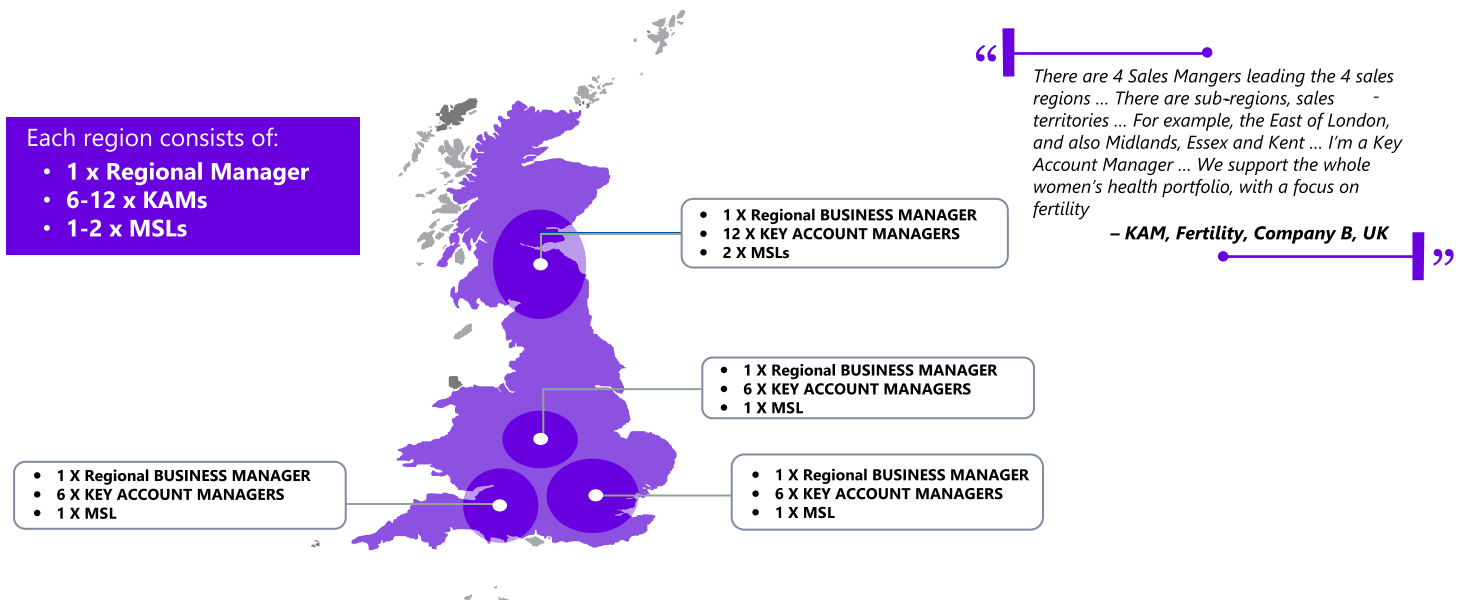
Cross-portfolio



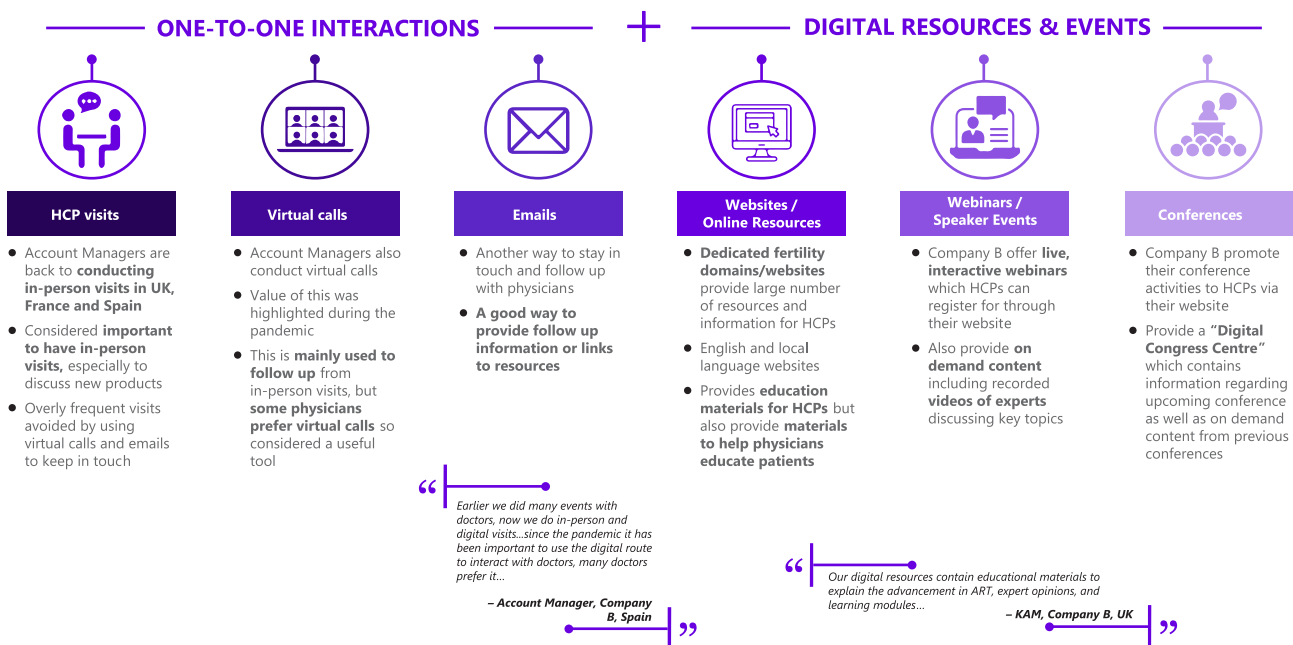
- In the UK, there are ~30 Key Account Managers (KAMs) responsible for promoting Company B's fertility and endocrinology portfolio
- Company B's fertility team consists of 30 KAMs, overseen by 4 regional business managers
- The team is also responsible for endocrinology; however, fertility is the major focus which is reflected in their job titles
- In-field support is also provided by 5 MSLs who, similar to the KAMs, also cover endocrinology in addition to fertility
- The marketing team has 3 brand managers who are focused exclusively on the fertility products



- The UK sales team is divided into 4 regions, each led by a Regional Manager overseeing 6-12 Key Account Managers
- Company B's UK sales team is divided into four regions:
 - (1) Ireland, Scotland, Northern England, Wales, part of the Midlands, part of South-West England, East Anglia and Cambridgeshire;
 - (2) East London, part of the Midlands, Essex and Kent;
 - (3) North and West London, Hertfordshire, Bedfordshire, Buckinghamshire and Oxfordshire;
 - (4) South London, Surrey, Sussex and part of South-West England



- Company B deploys a multi-channel approach to engage with physicians and to increase the visibility of its fertility portfolio



About Us

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



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