



Case Study

Competitive Intelligence

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



Solution Approach

A two-stage project utilizing both primary and secondary CI, where Course5:

- 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	5	5	5	43	5	5	5	34	4
Company C	-	-	KAM	-	5	5	43	3	4	4	26	2
Company D	4	4	KAM	4	4	4	16	4	5	5	27	3
Company E	4	Business Development Manager	-	Customer care advisor	5	4	37	5	4	4	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%

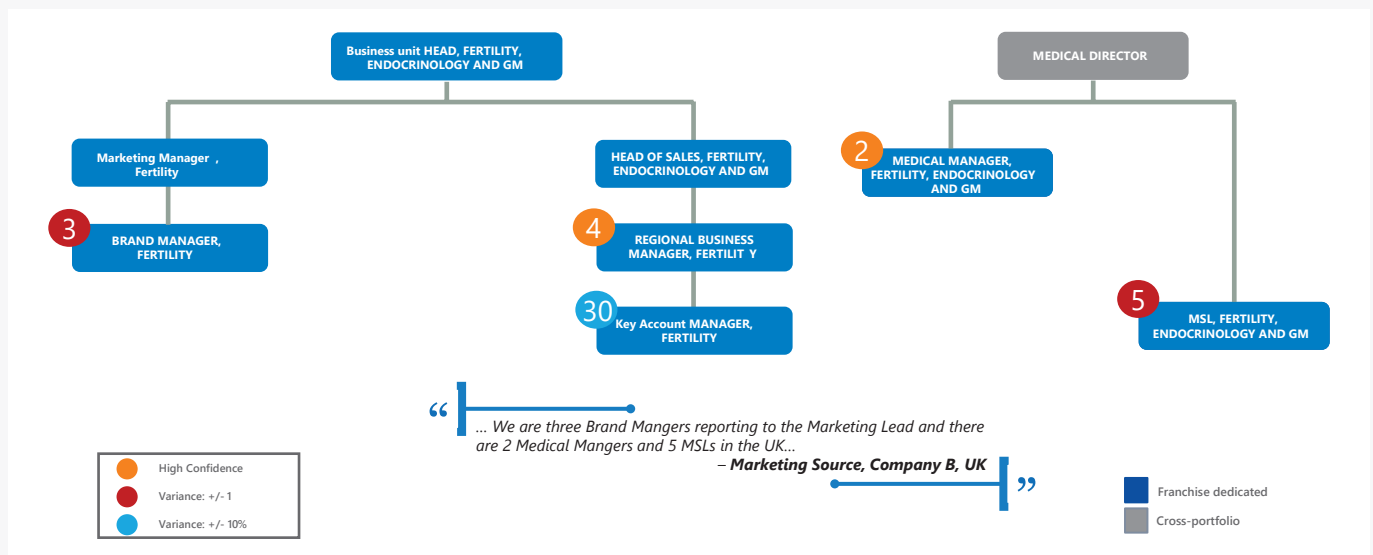
Cross-portfolio

Company B

Org structure



- 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

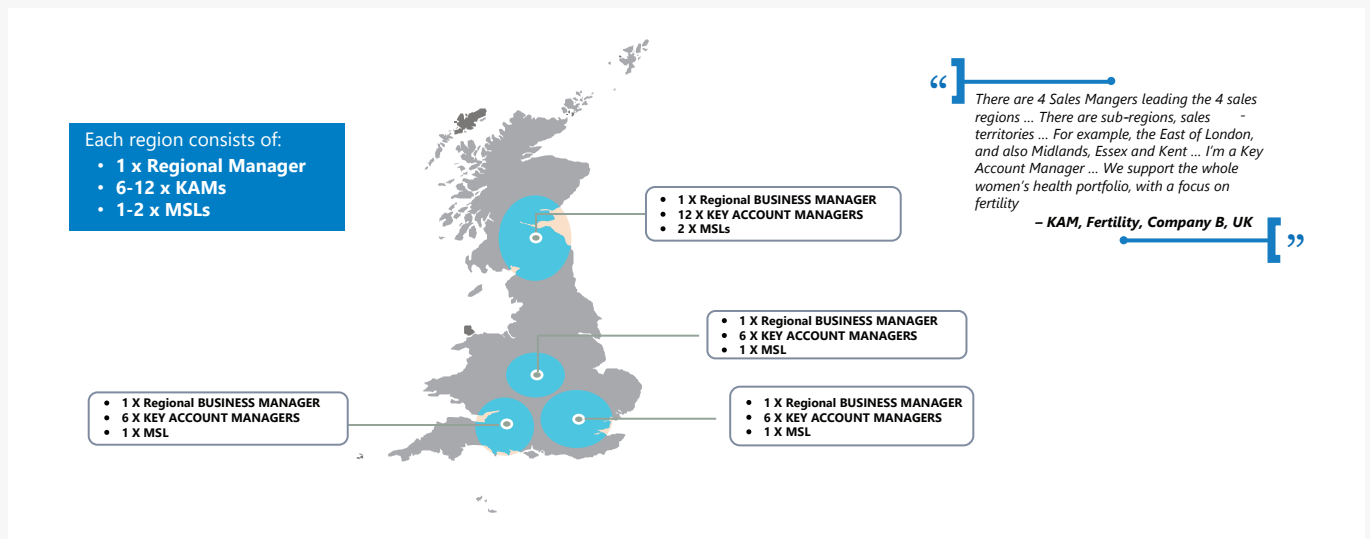


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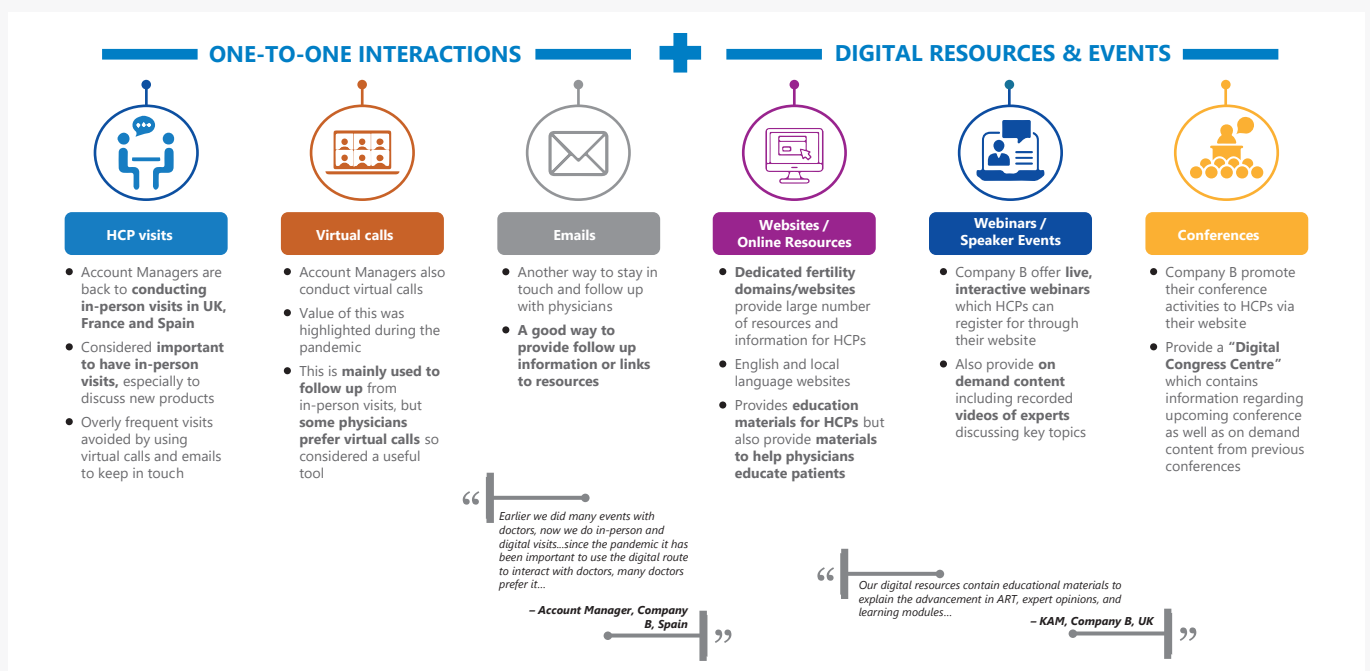
- The UK sales team is divided into 4 regions, each led by a Regional Manager overseeing 6-12 Key Account Managers
- Company B's UK sales team is divided into four regions:
 - (1) Ireland, Scotland, Northern England, Wales, part of the Midlands, part of South-West England, East Anglia and Cambridgeshire; (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 Promotional channels



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



About us

Course5 Intelligence is a pure-play data analytics and insights company with a focus on helping organizations drive digital transformation using artificial intelligence (AI), advanced analytics, and insights. We enable organizations to solve complex issues relating to their customers, markets, and competition at speed and scale through a combination of industry-specific domain expertise with AI-driven products and solutions that are Intellectual Property (IP)-led and leverage the latest technologies. We use a multi-disciplinary approach to data integration across structured and unstructured data sources to help businesses grow through informed decision-making.