

# WizKids™ Award Winner



## TerrAlign and Sepracor

**W**ith a view to optimizing internal business processes, enterprises are coming to rely on a variety of new applications. These companies benefit because they are making themselves easier to work with as well as to work for.

A good example is how TerrAlign helps pharmaceutical and other companies to balance the workload in their sales territories. Taking into account territory attributes like geography and travel, the company quantifies variables like the population of doctors and pharmacists, sales for the category and individual products, or other metrics, making it possible to identify opportunity and match sufficient sales resources. The result is load balancing across all territories so that no sales representative is over- or under-worked relative to the peer group and all customer-targets receive equivalent service. TerrAlign wins a 2008 WizKids award for its work in helping Sepracor's managers to analyze and visually configure territories to align with company sales goals.



### Business problem

Sepracor is a specialty pharmaceutical company based in Massachusetts that offers products for the respiratory and central nervous systems markets with, for example, drugs that help children with asthma breathe easier and adults with trouble sleeping to rest. Not long ago, the company wanted to upgrade the way it did territory planning and it initiated a search for a solution. While the job might sound simple, it is anything but. Pharmaceutical companies put thousands of representatives into the field to call on hundreds of thousands of doctors and pharmacists and without some form of automation it would be difficult, if not impossible, to con-

figure that many territories based on the number of variables required.

For example, territory planning must account not only for the number of doctors and pharmacists but the specialized uses for the pharmaceuticals. A sales representative trained in detailing drugs to pediatricians would probably be wasting time calling on a cancer specialist so segmentation is important. On top of the territory requirements there are also attributes of the sales person

to take into account. Ideally, a sales representative will live in the territory to minimize driving time spent getting to a target appointment. At the same time, the territory should not contain

so many practitioners that the representative could not make the number of calls needed to maintain the level of expertise doctors need to prescribe a product knowledgeably.

### Finding a solution

Associate Director, Commercial Analytics, Vithy Vithyanand told us "This kind of software is a must in our industry," and he was tasked with finding a territory planning solution for Sepracor. Vithyanand said the big question for him was, "How do we define territories by workload metrics?"

"We needed to identify the high, medium and low priority targets in each territory," he told us and beyond that, "drive time needs and many other things that go into balancing a territory," he said.

Through networking with its consultants and from the experience of some of its managers Sepracor was able to develop a list of five vendors that could help the company balance the workload in its sales territories.

Vithyanand and his team quickly interviewed the companies and developed a short list of two companies including TerrAlign to test in

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a detailed pilot program. The pilot involved a lot of work because as Vithyanand said, "This is a key part of our software that we knew we would be using it for a long time."

TerrAlign integrates mapping and statistical data on one screen to give a territory planner visual representations of sales territories as various parameters are adjusted. All this happens on the fly so that planners can try various configurations.

TerrAlign's ability to quickly reconfigure territories was the thing that finally sold Vithyanand. "We do a lot of 'what-if' analysis before we finalize territories," he said. And with a large sales force it would not be possible to invest a great deal of attention into each territory without automation. "We wouldn't be able to do as much analysis without TerrAlign," Vithyanand said.

At the end of the pilot in August of 2007, Sepracor made its decision to buy TerrAlign.

Vithyanand said, "This product had many features that helped speed up the process, like reallocating zip codes quickly to optimize territory design. But also, territories can be quickly optimized based on our key metrics, and we can create maps and reports for the field quickly and generate many key business reports."

### **Conclusion**

The solution has been in place for less than a year and Vithyanand says there has not been enough time for calculating ROI yet. As with many new software implementations, it is sometimes hard to bring together the data needed to make a formal ROI calculation. Vithyanand says he is confident that with a full year's worth of data he could make the calculations but he also says that even at this stage it is obvious that TerrAlign has made the territory planning process easier and enabled Sepracor to make the productivity gains it wanted.

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### **Contact Us**

**Beagle Research Group, LLC**  
264 Greenbrook Drive  
Stoughton, MA 02072  
781-297-0066  
[info@beagleresearch.com](mailto:info@beagleresearch.com)

