

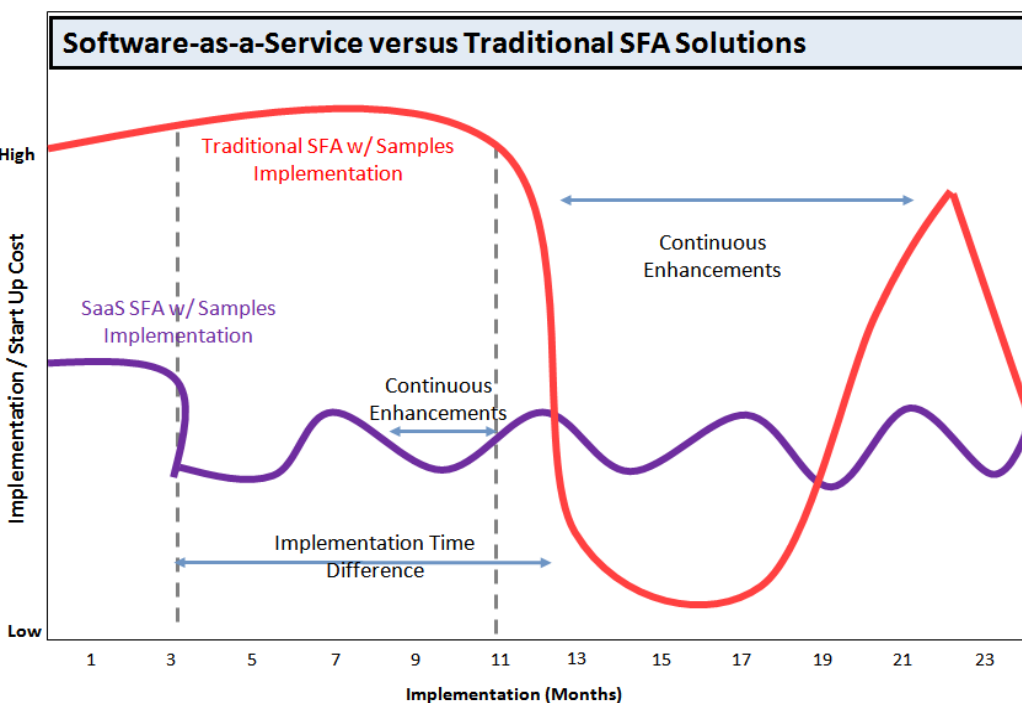


SaaS and You?

The ever changing business environment within the Life Sciences Industry has caused many companies to re-evaluate their current technology solutions. One key pain point many of these companies face is the speed, flexibility and cost to enhance their Sales Force Automation (SFA) solution to meet the changing business demands. Additionally, most have on-premise SFA solutions that are now coming due for upgrades, at the end of their depreciation schedule, or both. This dynamic is leading a number of companies to re-evaluate their current SFA strategy in terms of business functionality, flexibility, and technology investments they want to make.

Listed below are value proposition Software-as-a-Service (SaaS) solutions:

- ▶ **Reduced start-up cost**, a key for all companies of all sizes
- ▶ **Scalable** and easy to configure **solution**
- ▶ **Faster time to implement** (6 weeks to 3 months)
- ▶ **Reduction in support costs** between SaaS SFA and onsite SFA solution



HighPoint has helped both large and specialty pharmaceutical companies assess their current situation, future direction, and develop a roadmap for how to get there.

Our Sales & Marketing Consultants have over 60 years of experience with implementing and designing both traditional and SaaS SFA solutions.

Our experience can help you evaluate whether SaaS SFA is a good fit for your company, in terms of total cost and functionality.

Contact us to find out why more than 40 pharmaceutical companies, including the following, have chosen our team:

- Abbott Laboratories
- Allergan
- Astellas Pharma
- PAR
- Pfizer

Let's discover your competitive edge.

Learn more about how HighPoint Solutions' Sales & Marketing Practice can help you achieve commercial excellence.

Call us at **800.238.1230** or visit us online at **www.HighPoint-Solutions.com**.

Our Strategy Framework helps evaluate and implement new business and technologies strategies through the following: Developing Vision & Roadmaps, Conducting Assessments, Best Practice Adoption and Business Case Development.



In particular we will help you answer the following questions:

- What are your SFA needs today and in the future?
- How do you measure up to your industry peers in terms of SFA sophistication?
- What SFA Best Practices should you adopt and how should you adopt them?
- What would a multi-phase roadmap of SaaS SFA look like?
- How will you support the new SFA?
- How can you define the TCO for a new SFA strategy and supporting business case?

HighPoint Solutions is a premier provider of specialized IT services dedicated to the Life Sciences and Healthcare industries. Since 2000, our business consulting and technology solutions have delivered, and continue to deliver, business value and competitive advantage to our clients.

Through continual improvement, our consultants stay current with trends, strategies, and technologies affecting your organization. When combined with HighPoint's history serving Life Sciences, we have the experience and insight to understand yesterday's mistakes, today's challenges, and tomorrow's opportunities—which we use to deliver results that positively impact clients.

Contact **HighPoint Solutions** to learn more about our solutions – call us at **800.238.1230** or visit us online at **www.HighPoint-Solutions.com**.