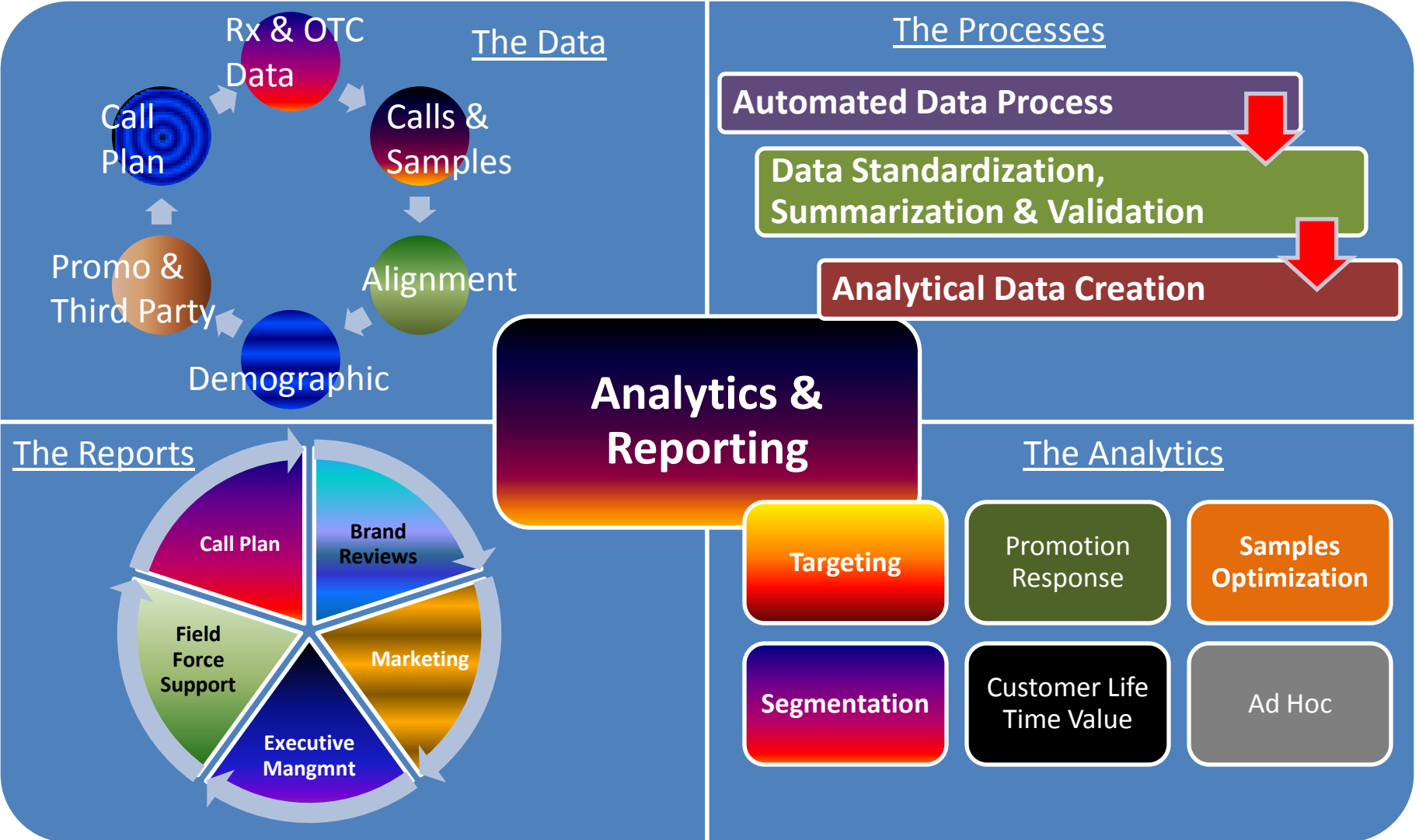


Consulting Services

- ❖ Data Integration
- ❖ Data Validation
- ❖ Reporting
- ❖ Analytics
- ❖ Project Management
- ❖ Business Intelligence

Data Means Full Spectrum of Expertise



Examples of Projects that we support

| Project Name | Client's Pain Points | Data Means Approach |
|--|---|--|
| Data Migration Validation | Client must validate 100% the data in the new Data Warehouse with limited resources before it goes live. | Data Means proven automated QC methodology will save client resources time, identify differences and potential differences sources. |
| Needs solution to present sales results in an efficient fashion across geographies , products and other categories to support marketing and sales forces. User must have ability to compare and bench mark results | Does not have the resources or skills to develop efficient process to generate the data files and the front end application to house the data and generate interactive reports via the web or desktop application | With Data Means Sales & Marketing Express 2.0 or Lux1.1, client has a working solution to deliver info to its clients and focus on business . Data Means will create a flexible and automated approach to generate the data files and develop front end solution to query display results. |
| Client needs to improve promotion response across brands and channels | Does not have a functional area that interacts across brands and channels to analyze promotional process to explore synergies, reduce waste, improve process and measure impact | Data Means "Performance Improvement Philosophy" will provide client objective analysis of promotional process and a structure to continuously improve and quantified results |

Data Integration

Data Means helps clients to integrate their data into a logical and efficient structure to support analytical, call plan and reporting areas.

Our approach to data integration has the following goals:

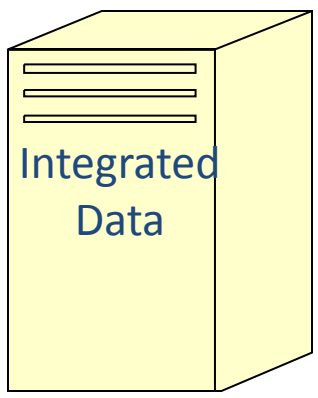
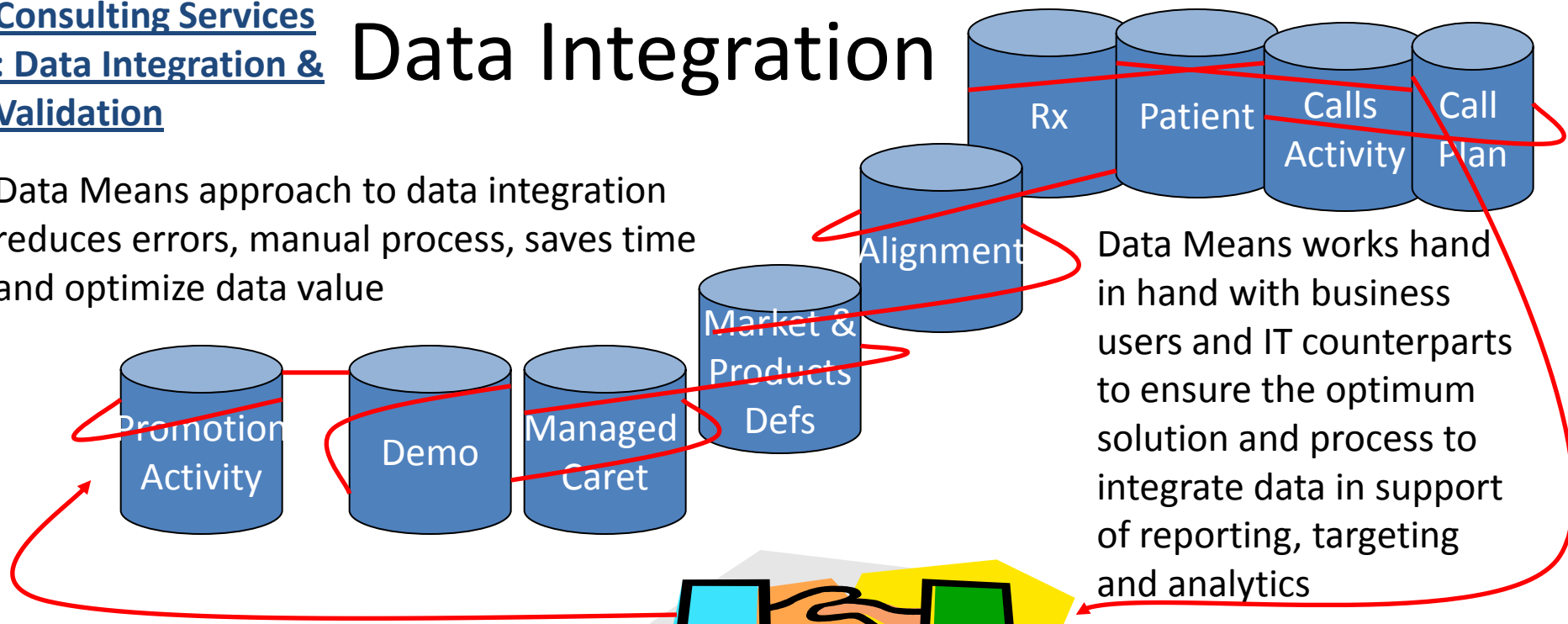
- Optimize the data structure and data management processes
- Minimize manual process
- Maximize access to the data
- Minimize duplicate data process
- Automated data QC and minimization of data errors
- Synchronization of analytical and load data process

Consulting Services
: Data Integration &
Validation

Data Integration

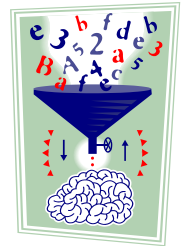
Data Means approach to data integration reduces errors, manual process, saves time and optimize data value

Data Means works hand in hand with business users and IT counterparts to ensure the optimum solution and process to integrate data in support of reporting, targeting and analytics

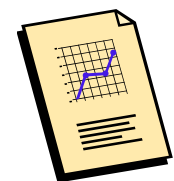


- Supports
- Innovation
 - Call Plan
 - Reporting
 - Analytics
 - Ad hoc

Sandbox



Drives Sales



Call Plan

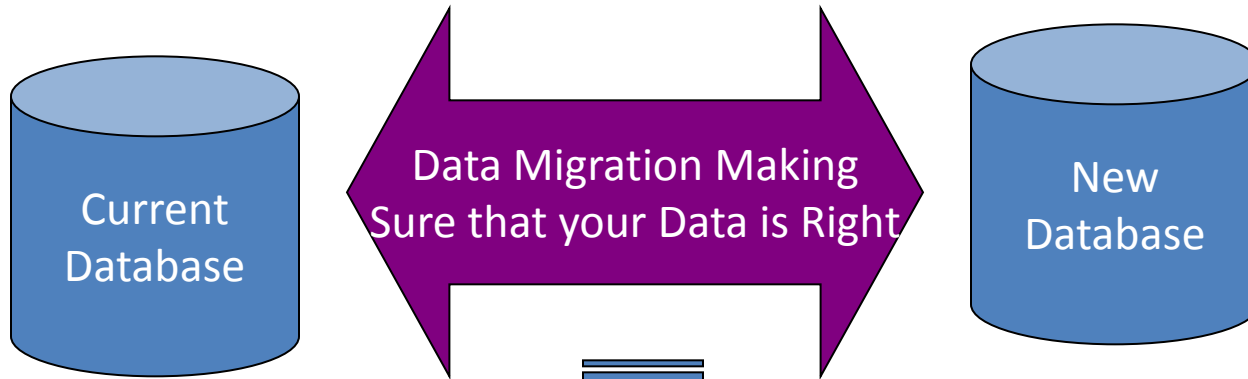


Meet Targets

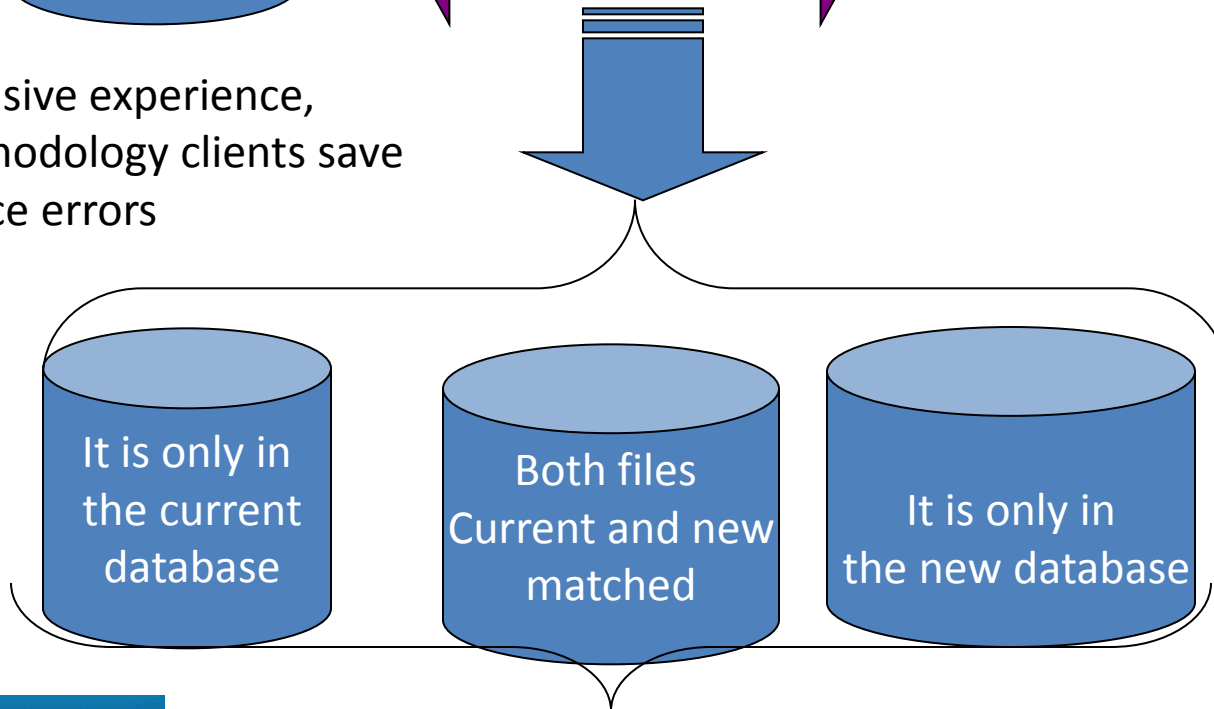


Data Validation

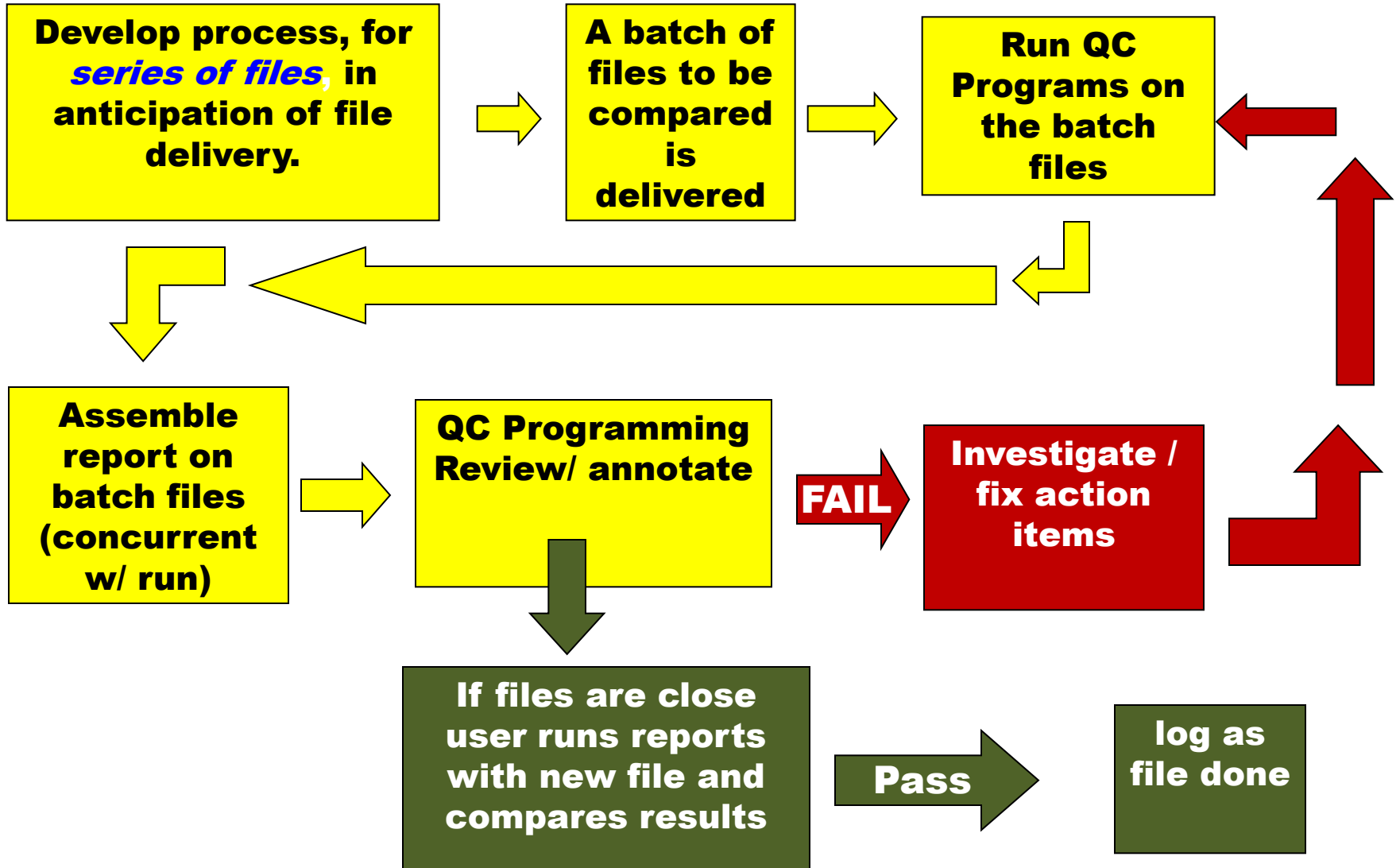
For large data warehouses migration validating the data is a daunting process



With our extensive experience, skills, and methodology clients save time and reduce errors



Data Validation Process



Consulting Services: Reports



Client has a data analysis, reporting or processing critical need or idea that can not be met through current systems or resources



Data Means works with client to come up and implement the most efficient and cost effective solution for clients needs

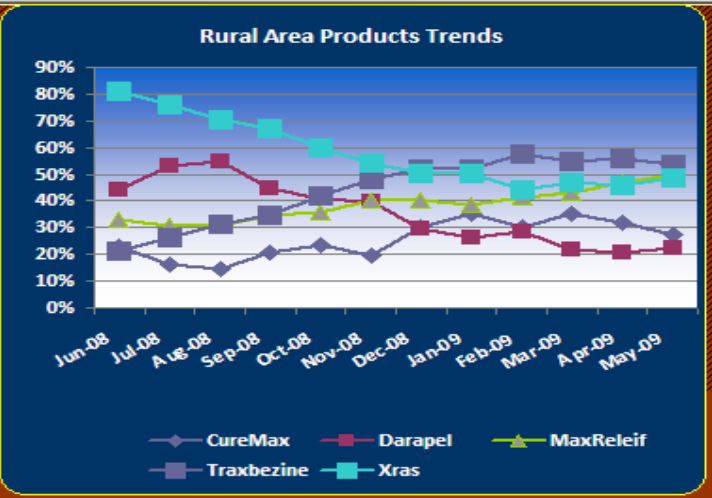
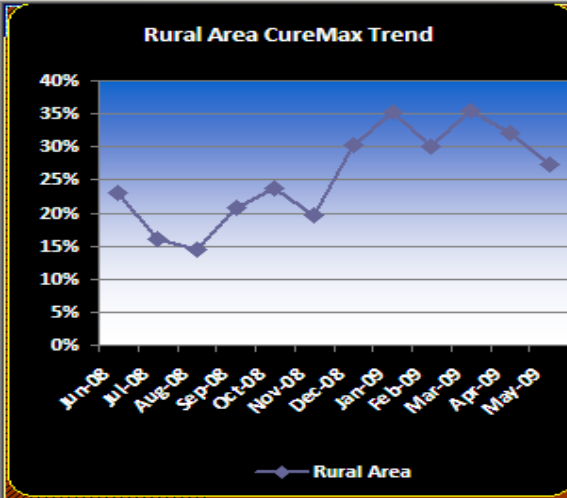
Data Sources

Efficient Data Processing & Validation Process

Dynamic & efficient process to conduct data analysis or reporting

Final Data

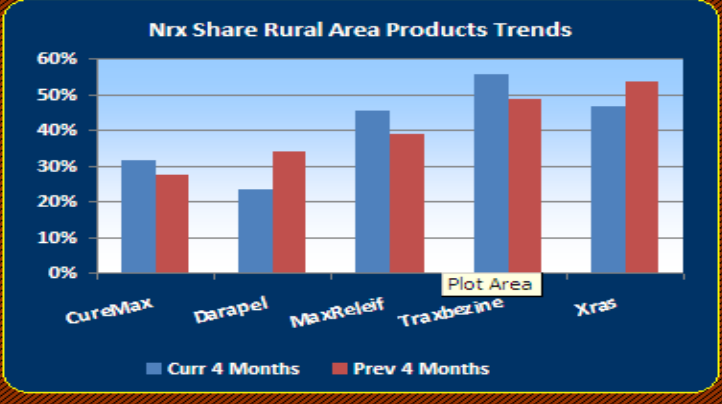
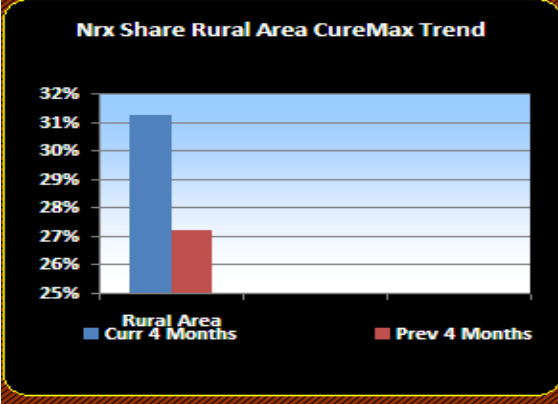
Data Means works on an end to end fixed cost project or on a contingent labor basis



| Product | Division | Region | District | Area |
|--------------------------|----------------|---------------|---------------|---------------|
| CureMax | Acute Car | EAST | Central | Rural |
| Market | 56,864 | 28,527 | 14,301 | 4,738 |
| Rel. %of Business | 100.00% | 50.17% | 50.13% | 33.13% |
| Abs %of Business | 100.00% | 50.17% | 25.15% | 16.61% |
| NRx Share | | | | |

Monthly Charts
4 Months Charts
FAQ

| | | | | | | | |
|------------------------|---------------|---------------|---------------|---------------|---------------|-------------|--|
| Curr 4 Months | 11.51% | 12.53% | 12.14% | 14.08% | 31.24% | Curr > Prev | www.DataMeans.Com |
| Prev 4 Months | 10.31% | 10.02% | 8.58% | 11.92% | 27.20% | Curr < Prev | 732-371-9512 |
| Evolution Index | 1.1 | 1.3 | 1.4 | 1.2 | 1.1 | Curr = Prev | info@DataMeans.com |



Clients & Consultants get on going Data Means know how to project support

Consulting Services: Reports

Custom made Interactive reports for business units to drill down and benchmark. Ability to see competitive and geography landscape with click of the mouse

WebReports - Windows Internet Explorer

https://www.datameans.com/reports

File Edit View Favorites Tools Help

Google Search

WebReports

NRx & TRx Product Volume
NRx & TRx Product Share
Call Activity Details
Call Activity Samples
Administrative Options

| Product | Division | Region | District | Area |
|-------------------|------------|--------|----------|--------|
| CureMax | Acute Care | EAST | North | All |
| Market | 56,864 | 28,527 | 14,301 | 4,862 |
| Rel. %of Business | 100.00% | 50.17% | 50.13% | 34.00% |
| Abs %of Business | 100.00% | 50.17% | 25.15% | 17.04% |
| NRx Share | | | | |
| Curr 4 Months | 11.51% | 12.53% | 12.14% | 13.40% |
| Prev 4 Months | 10.31% | 10.02% | 8.58% | 6.72% |
| Evolution Index | 1.1 | 1.3 | 1.4 | 2.0 |

NRx Share Competitive View

North District Products Trends

NRx Share North District Products

NRx Share Geography View

North District and Areas CureMax Trend

NRx Share North District and Areas CureMax Trend

Analysis

Goals

- Reach more physicians
- Introduce the patient care model

Gains

- More compliance and share is growing
- Optimization of samples and details efforts

Loses

- Preferred Tier statues with United Health Care lost
- Medicaid reimbursement dropped by 15%

Efficient support maintenance and enhancements of client's applications using our already build applications and procedures

Extensive international data experience

Products: Lux1.1
Geographical Trends
Competitive Trends
Performance Criteria

Interactive Excel application to report sales trends at different geographies, products and markets

- Benchmarking
- Competitive Landscaping
- Business Contribution
- Historical Trends
- Opportunity Analysis
- Excel Functionality

Color Formatting To Detect Change

Other Periods Increments

Consulting Services: Analytics

•How much additional prescriptions are generated by direct promotion to physicians?

$$p(\text{Attend} | x_1, x_2, \dots, x_n) = \frac{e^{(\beta_0 + \beta_1 x_1 + \beta_2 x_2 + \dots + \beta_n x_n)}}{1 + e^{(\beta_0 + \beta_1 x_1 + \beta_2 x_2 + \dots + \beta_n x_n)}}$$

- Dinner meetings
 - Symposia
- Speaker training
- Teleconferences
 - DTC
- Web casting
- Conferences
- Detailing and samples
- Journal advertisement
- Physician/Patient support programs
- Other

Let's assume that all $y = (0, 0, 0, \dots, 0)^T$
 So $d(x, 0)$ is the Euclidian norm of x
 $|x|_2 = \sqrt{(x_1)^2 + (x_2)^2 + \dots + (x_p)^2} = \sqrt{x^T x} = c$

Satisfying the equation of a spheroid in which all components of an observation x contribute in the same fashion to the distance of x from the center
 However, in calculating this distance we would like to take the variability of x into account. When computing the distance from the center which requires a transform $b = \begin{pmatrix} y_1 & y_2 & \dots & y_p \\ s_1 & s_2 & \dots & s_p \end{pmatrix}$

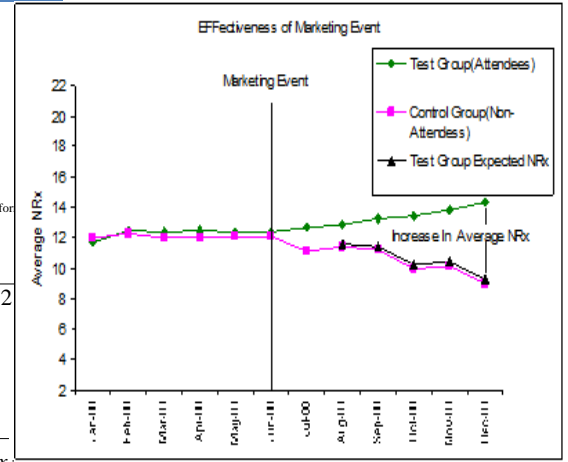
$$d(a, b) = \sqrt{\left(\frac{x_1 - y_1}{s_1}\right)^2 + \left(\frac{x_2 - y_2}{s_2}\right)^2 + \dots + \left(\frac{x_p - y_p}{s_p}\right)^2}$$

$$d(a, b) = \sqrt{(x - y)^T D^{-1} (x - y)}$$

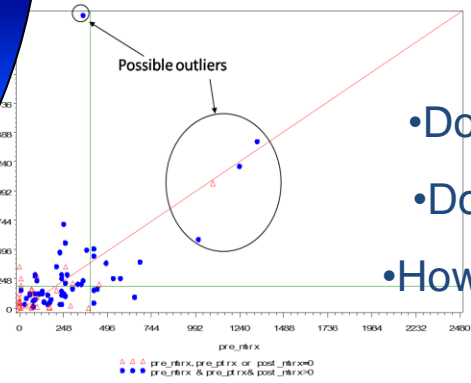
Where $D = \text{diag}(s_1, s_2, \dots, s_p)$

$$d(x, 0) = \sqrt{\left(\frac{x_1}{s_1}\right)^2 + \left(\frac{x_2}{s_2}\right)^2 + \dots + \left(\frac{x_p}{s_p}\right)^2} = \sqrt{x^T D^{-1} x}$$

Which is the equation of an ellipsoid
 Using a similar reasoning to incorporate the correlation among variables in the distance metric we come up with the mahalanobis distance.
Mahalanobis Distance
 $d = \sqrt{(x - y)^T S^{-1} (x - y)}$
 S^{-1} is the covariance matrix



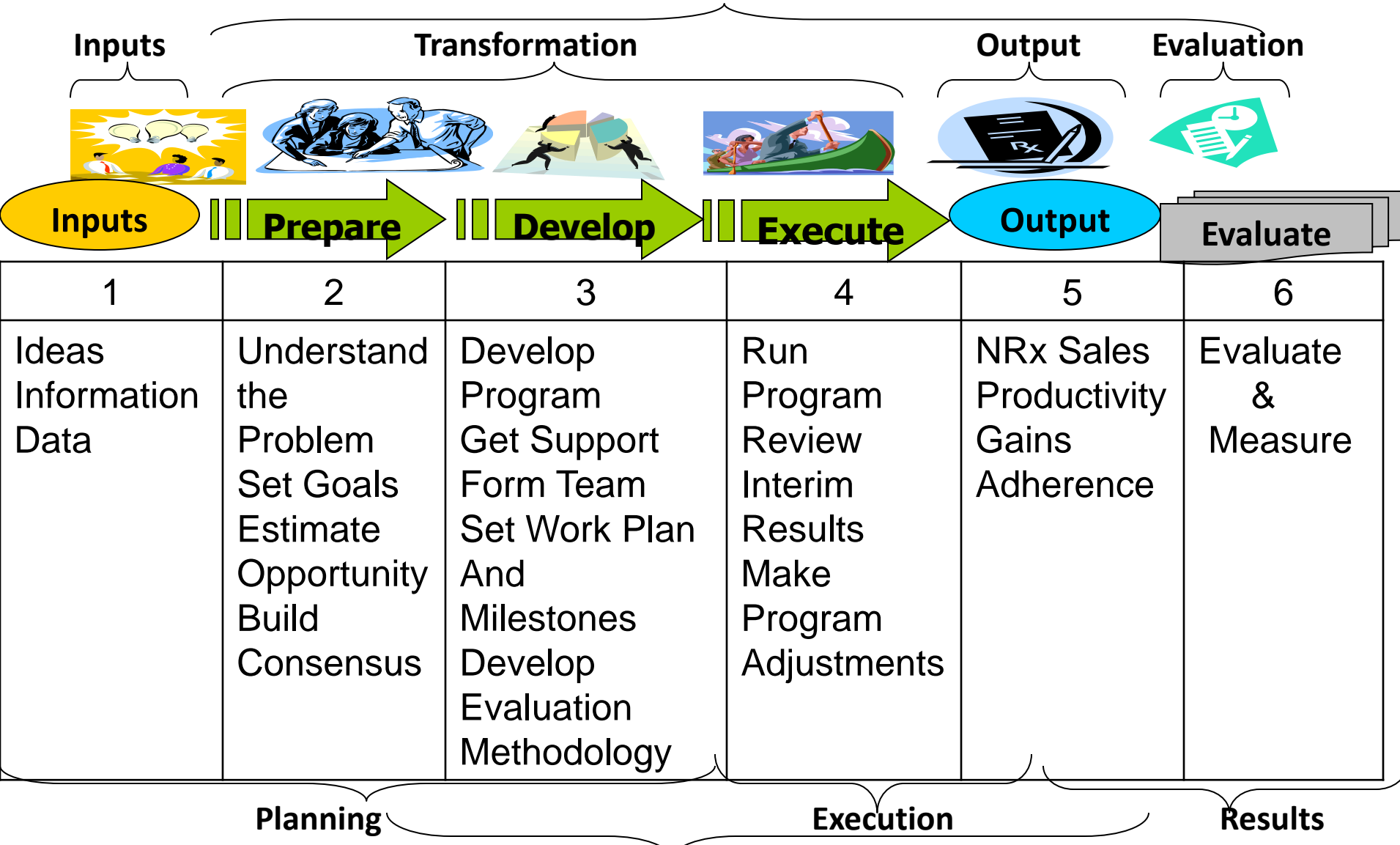
A lot?
 A few?
 None?



- Do you understand what you know?
- Do you know what you don't know?
- How hard is to know and use what you know?

Consulting Services: Analytics & Promotion Response

The Promotional Event Process



Planning

Execution

Results

G(PER) Project Cycle

Consulting Services: Project Management

As firms attempt, to “see” ahead, they deal with a great amount of information available or potentially available which may be unstructured, scattered, unformatted, abundant but most of the times lacking consistency and ability to be used in an efficient fashion.

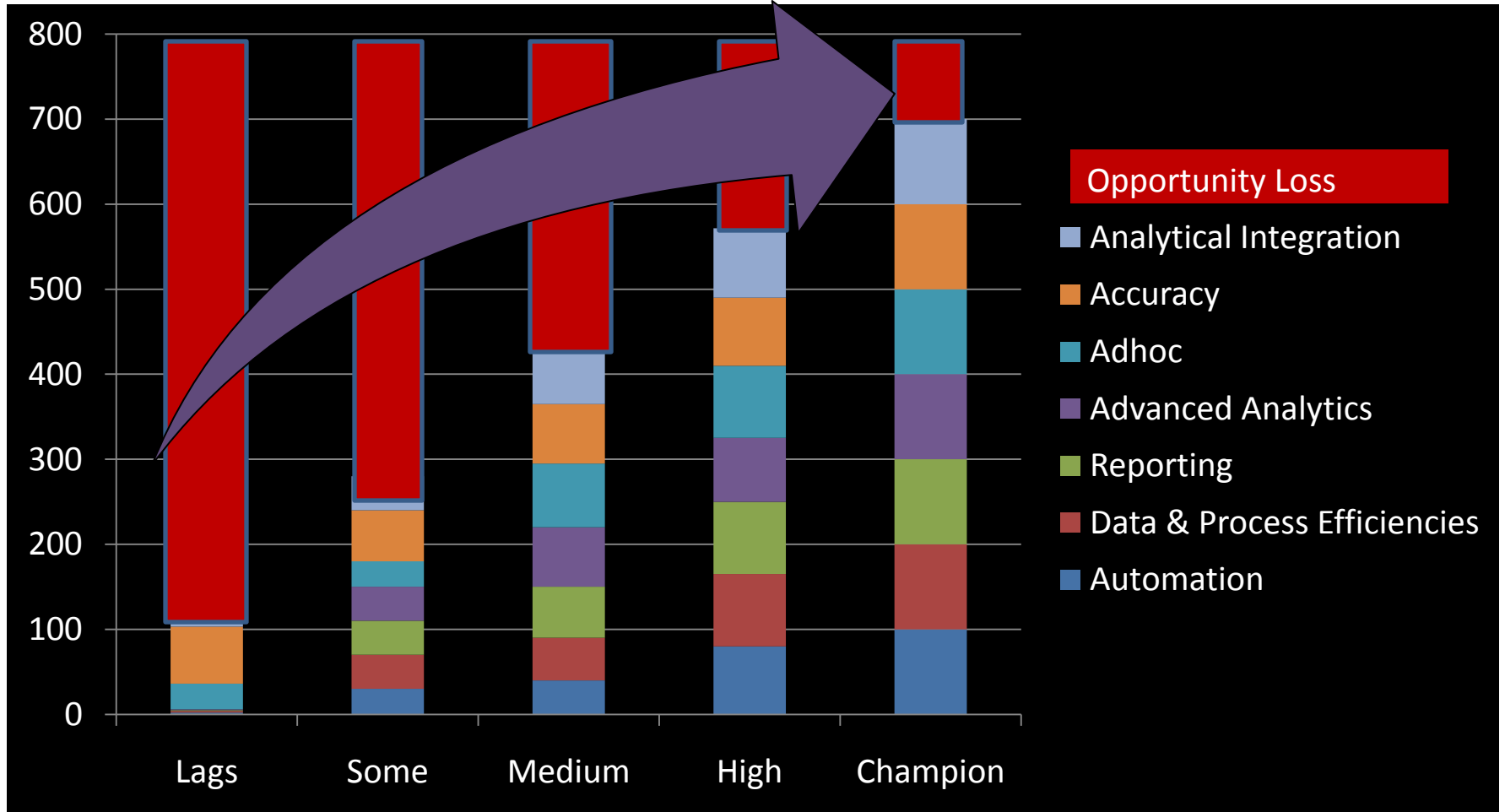
So, there are inherent limitations to make the best usage of the information captured. The challenge is to harness and process the information in a methodological and analytical way so companies can measure the what it matters.

Data Means Project Management division help companies meet these challenges:

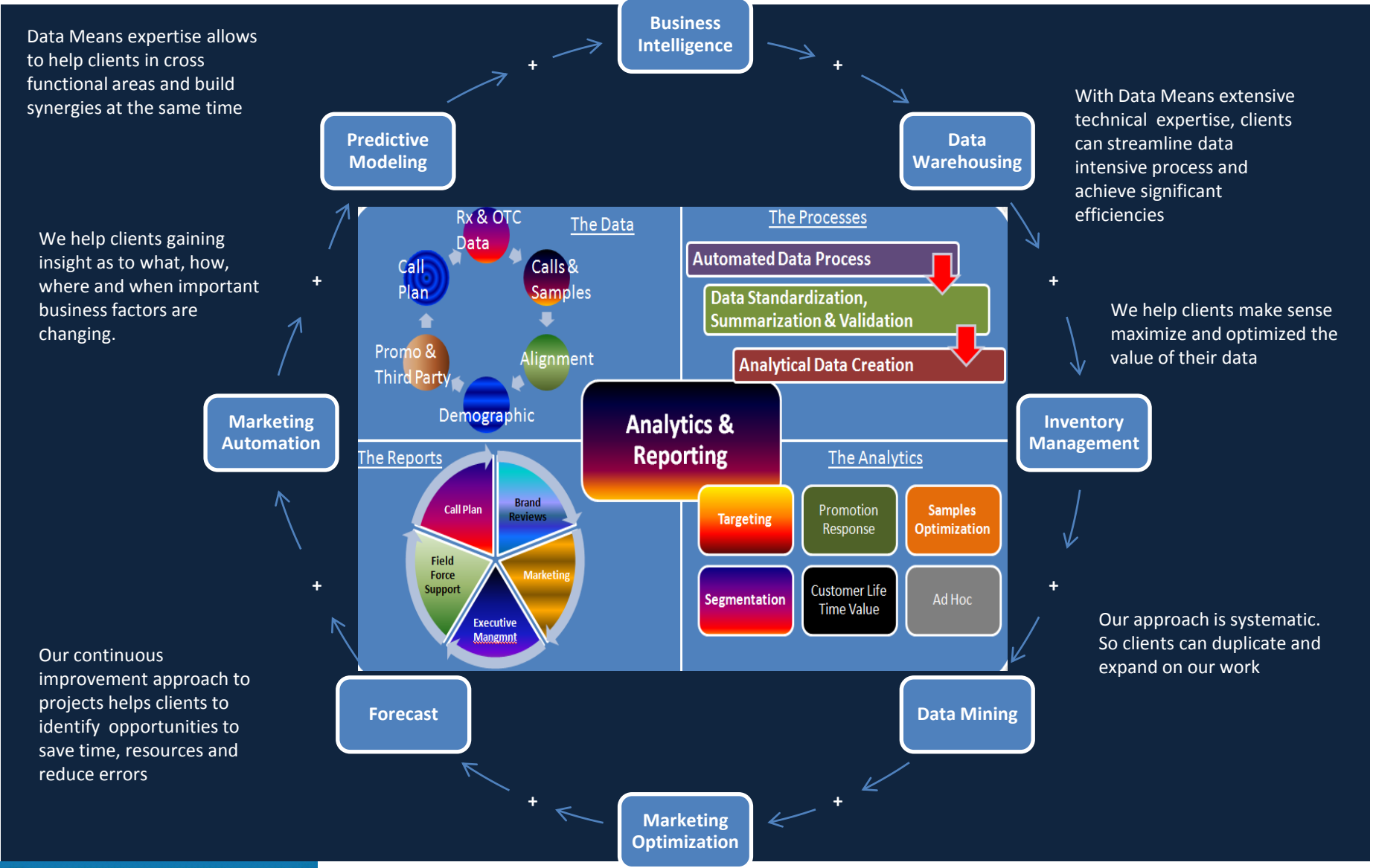
- **Vision:** Help clients to respond and shape their environment. Be agile and deliver results which allow our customers to harness the process and to look beyond the numbers. This is our Performance Improvement Philosophy (PIP).
- **Mission:** Work with our customers strategy, project management, process improvement, technology, systems and people and become Partners in PROCESS EXCELLENCE.
- **Goal:** Client satisfaction is top priority, so we aim to meet and exceed demanding expectations.
- **Strategy:** Three Critical Factors of Success (CFS)
 - CFS-1 Enhancing Service Delivery
 - CFS-2 Blend Project Management and Process Improvement Methodology
 - CFS-3 Robust Project Execution
- **Plan:** Relate CFS to tangible items/actions subject to a metric analysis.

Data Means approach has a nimble, methodological and practical approach to do what it does best: provide “information” required by the customer, in time, on cost and leaving a legacy of trace ability.

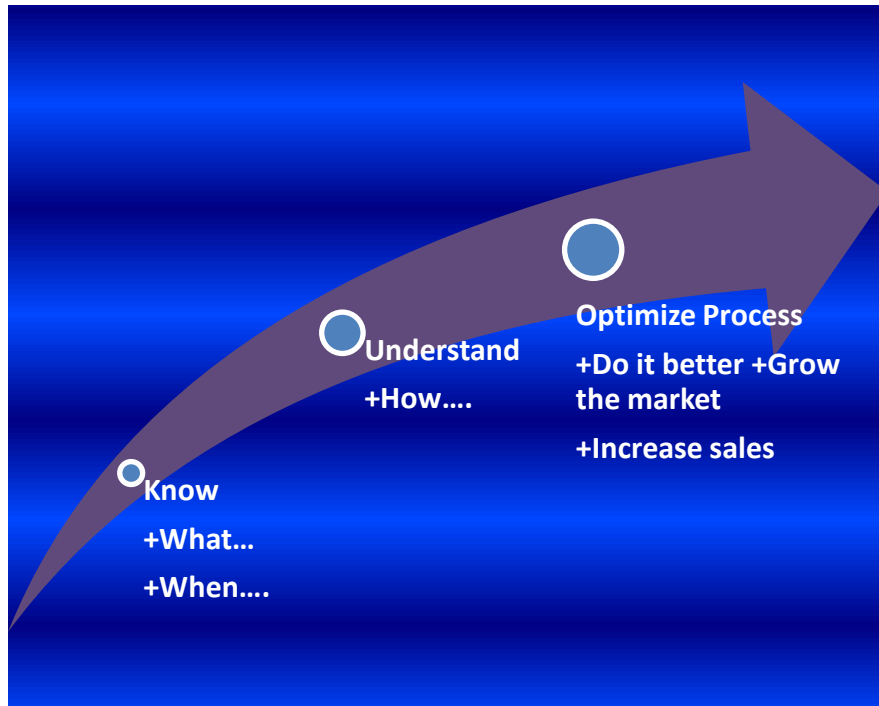
Identifying Client's Position in the Analytics Evolution



Data Means Approach to Enterprise Analytical Solutions Integration



Data Means Helps Clients to Move to Higher Level



As we learn and understand more, there is no limit to improve in making better business decisions