

BISBOT: What you need to know to get started

Keywords	Description
REA/Realised/Realized	Displays realised data for given period
Index	Displays indexed data for given period
MTD	Displays Month to Date data
RE2	Displays RE2 data
YTD	Displays Year to Date data
LE	Displays Latest Estimate data
AB	Displays data versus AB
Growth	Displays data versus last year
Performance	<ul style="list-style-type: none">• See data in table format, similar to GROW• Default budget comparator is AB<ul style="list-style-type: none">- To change type, e.g. Performance RE2 Germany
FY Budget	Shows table for FY budget of requested geography
MMR	Pull auto-generated comments from MMR (E.g. LATAM MMR)
GROW	Typing GROW will bring open the GROW APP directly in the BOT

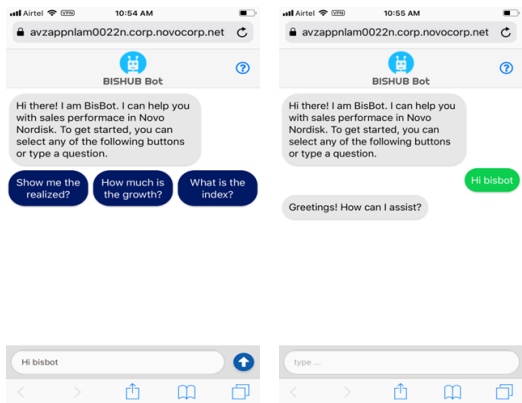
In combination with these keywords you can ask for data by **geography** (e.g. LATAM) or by **product** (e.g. Victoza®)

Default displays in app

- When requesting **realised data**, default figures will be YTD, but you can change to MTD by specifying in your message
- When asking for **index data**, default will always be YTD versus AB, but you can change to RE2 or LE by specifying in your message or request MTD versus budget
- When requesting **FY Budget**, default will always be FY versus AB, but you can change to RE2 or LE by specifying in your message or request MTD versus budget

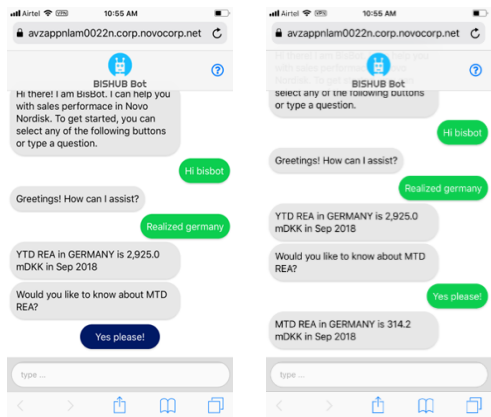
BISBOT: Examples

Starting up the app



If the BISBOT does not welcome you with a message, you could try starting the conversation with a “Hi BISBOT” message.

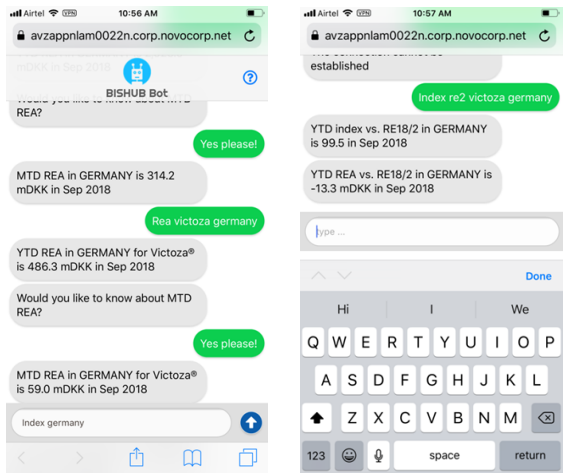
Requesting realised data



After you get back the realised data the bot will ask if you'd like MTD, tap on “Yes please” and the bot will update its response

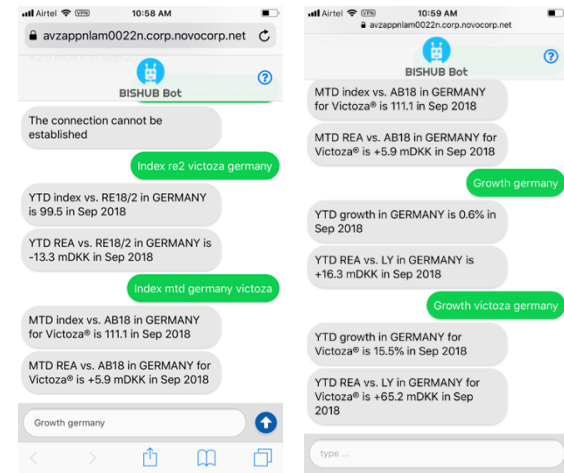
BISBOT: Examples

Requesting index data



Try typing Index and country or product into the message box to see indexed data

Requesting growth data



Try typing Growth and country or product into the message box to see indexed data

BISbot: Examples

Requesting performance data

11:00 AM

avzappnlam0022n.corp.novocorp.net

BISHUB Bot

Performance Germany

Please find the performance. The sales date is Sep 2018

Performance in GERMANY

All values in Std.18 mDKK, if not otherwise stated

	YTD REA	vs. AB18	vs. LY (1)	FY AB18
Xultophy*	0	+0	-100%	0
Tresiba*	0	+0	-100%	0
Levemir*	317	-10	-3%	439
Basal	317	-10	-3%	439
Fiasp*	99	-73	+234%	260
NovoRapid*	621	+59	-3%	746
Bolus	720	-14	+8%	1,006
NovoMix*	27	+0	-4%	36

type ...

11:02 AM

avzappnlam0022n.corp.novocorp.net

BISHUB Bot

Performance RE2 Germany

Please find the performance. The sales date is Sep 2018

Performance in GERMANY

All values in Std.18 mDKK, if not otherwise stated

	YTD REA	vs. RE18/2	vs. LY (2)	FY RE18/2
Tresiba*	0	+0	-100%	2
Xultophy*	0	+0	-49%	0
Levemir*	317	-3	-3%	439
Basal	317	-3	-3%	432
Fiasp*	99	-27	+234%	191
NovoRapid*	621	+7	-3%	820
Bolus	720	-20	+8%	1,011
NovoMix*	27	+0	-4%	36

type ...

By typing performance you can check sales in a brand in tabular format

Requesting FY Budget and MMR Narratives

11:03 AM

avzappnlam0022n.corp.novocorp.net

BISHUB Bot

FY budget germany

FY AB18 in GERMANY is 3,973.5 mDKK

FY AB18 in GERMANY is 3,973.5 mDKK

type ...

11:04 AM

avzappnlam0022n.corp.novocorp.net

BISHUB Bot

MMR AAMEO

Sales Performance YTD vs RE218

Region AAMEO reports +8,162 mDKK YTDsales and +4 mDKK above RE2 at index 100. This is driven by favourable volume (+95 mDKK) and offset by mix effect (-49 mDKK) and price effect (-44 mDKK)

+39 mDKK: Higher Saxenda® sales seen in BAAG (+29 mDKK), United Arab Emirates (+7 mDKK), and Kuwait (+5 mDKK); and BANEC (+8 mDKK) due to Turkey (+4 mDKK) and Russia (+4 mDKK)

-20 mDKK: Strong Human insulin sales seen in BAAG (-31 mDKK) resulting from Saudi Arabia (-13 mDKK), Egypt (-9 mDKK), and

type ...

For FY budget data simply type if FY budget followed by the country

For MMR narratives specify the MMR you'd like to see by location and comments will appear

