



2014

New Global Product Hierarchy

- ✓ Better product data leads to better awareness and analysis
- ✓ Better awareness and analysis leads to better decisions
- ✓ Better decisions leads to increased sales and profit

Request a Demo



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Product Hierarchy

Problem Statement

- There are multiple hierarchies:

Financial

Commercial

(multiple versions)

*Local
Regional*

- None meet the needs of the whole business
- Data is not consistent
- No standard maintenance processes
- Key questions cannot be answered
- Financial hierarchy not scalable (Q-Platform)

Customer Focused
Scalable

Trusted

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Business Intelligence

Price / Volume
analysis

Product Hierarchy

Key Benefits of the new standard

- Customer and market focused
- Support commercial through a proper product representation
 - ✓ No mixing of products that do not belong together
 - ✓ Show each analyte and each instrument as its own
 - ✓ All relevant product types, including reportable, informatics and consulting
 - ✓ Many to many representation possibilities
- Drive product data consistency across ALL systems
 - ✓ Financial Planning & Reporting
 - ✓ Business Intelligence
 - ✓ Global Commercial Tool Suite (aForce, Model N, VPT, EPIC)
 - ✓ Customer facing applications like Websites and on-line ordering
- Drive Economic Profitability
 - ✓ Better product data leads to better awareness and analysis
 - ✓ Better awareness and analysis leads to better decisions
 - ✓ Better decisions leads to increased sales and profit

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Product Hierarchy

Hierarchy Comparison

Customer Focused

Financial
Commercial

Feature	Financial Hierarchy	Commercial Product Hierarchy	New Global Product Hierarchy
Scalability (Q platform, Informatics, Acquisitions, no restatements)	☹️	😊	😊
Granularity (Detailed - High Level)	😐	☹️	😊
Supports Price Variance Calculation	😐	☹️	😊
Supports CPR management and compliance	☹️	😐	😊
Represents each assay & supports pricing / test	☹️	☹️	😊
Analyte across LOB (conversion, TAM)	☹️	☹️	😊
Assay to analyte (ICT Chip, MCC, Cartridges)	☹️	☹️	😊
Assay to instrument (100 vs. 500 bottles on i1000SR)	☹️	☹️	😊
Pre-launch products, integrated instruments, competitors	☹️	☹️	😊
Data governance with defined and consistent use	😐	😐	😊
Meets Financial needs	😐	☹️	😊
Meets Commercial needs	☹️	😐	😊
Customer Focused	☹️	☹️	😊

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Product Hierarchy

Elements of the New Hierarchy

D^s

Disease State - Hepatitis, Thyroid, Special Chemistry

A^{yt}

Analyte - what is the result a customer is looking for (e.g. Troponin)

C^{pg}

Assay (CPG) - what are the ADD products (e.g. Troponin I and high sensitive Troponin II)

Iⁿ

Instrument - i1000SR, i2000SR, ..., i4000SR, i8000, Roche Modular, Siemens, Centaur, ...

P^f

Platform - ARCHITECT IA, ARCHITECT CC, Prism, HSQ, BSQ, ...

L^b

Line of Business - IA, CC, Hematology, IA/CC integration, ...

D^v

Division - ADD, ADC, AMD, APOC

P^{t1}

Product Type (4 levels) - Reagents, Reportables, Calibrators, Controls, Informatics

P^{gn}

PGN - Level for Price Variance Calculation

C^{pr}

CPR Group - combines Reagents and Reportables for CPR compliance

P^c

Product Class - Technical element to easily maintain governance integrity

Web Portal Visibility Control

Price Variance Calculation Flag
Number of Test / kit

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Product Hierarchy

Data Examples

ARCHITECT HoloTC (Active B12) 03P24-35

Current Finance	Current Commercial	New Finance View	New Customer Facing
Immunoassay	Immunoassay	Immunoassay	Immunoassay
ARCHITECT	ARCHITECT	ARCHITECT	ARCHITECT, i2000 i2000SR, i4000, i4000SR, i6000, i8000, ci8200, ci16200
Reagent	Reagent	Reagent	Reagent
Misc. Metabolic EUF = 500	EUF = 500	Holo TC EUF = 500	Holo TC EUF = 500

Prism HBsAg 03A47-48

Current Finance	Current Commercial	New Finance View	New Customer Facing
Immunoassay	Immunoassay	Immunoassay	Immunoassay
Prism	Prism	Prism	Prism Prism Next
Reagent	Reagent	Reagent	Reagent
HBsAg EUF = 1	EUF = 1	HBsAg EUF = 4,500	HBsAg EUF = 4,500

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