



Proposal for Commercial Excellence BI

July 2024



** Draft proposal – Proposal details are indicative in nature. Finer details to be finalized after further consultation with NHS Team.*

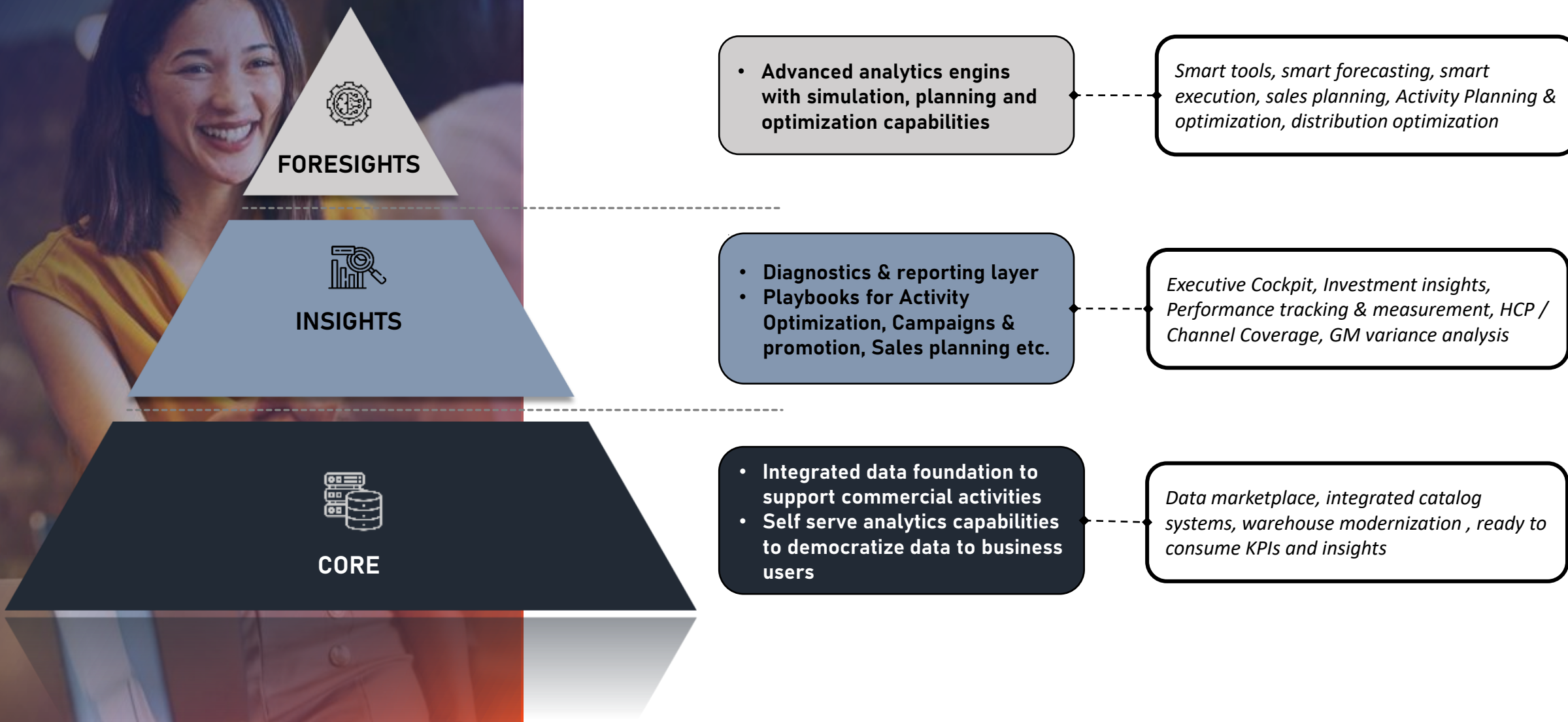
Our Proposal Context & Summary



- **Nestle Health Science** commercial data landscape has multitude of Platforms, data forms and intelligence layers (Across Veeva, Omnichannel, Sales & Marketing Clouds). Managing **standardized intelligence and decision support** across these can be enabled through a smart, interactive low code / no code **citizen consumption model**.
- We at Quantzig specialize in **Commercial Intelligence solutions for Pharma Lifescience** having implemented for clients. We propose an **analytics transformation roadmap** focusing on **Commercial Intelligence & decision support** areas to begin with. This document details our high-level proposal to streamline and execute the Commercial intelligence initiatives within NHS in a systematic & holistic way.
- We recommend a managed COE model for this engagement, and we propose 2 phased implementation roadmap involving
 1. A **No-Obligation pilot project** for NHS to evaluate our **institutional capabilities in commercial excellence for Pharma Lifesciences** as well as demonstrate our execution capabilities through a 6 to 8 week pilot exercise.
 2. A **Managed COE engagement** then after with a team consisting of an engagement lead and set of hybrid BI developers to execute different set of dashboards towards **Sales Planning, Execution & Measurement , Retail Understanding & Perfect Store execution**.

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We propose a best-in-class **Commercial Intelligence Engagement** for **Nestle Health science** designed to navigate your data complexities, enable actionable reporting and empower your business users.



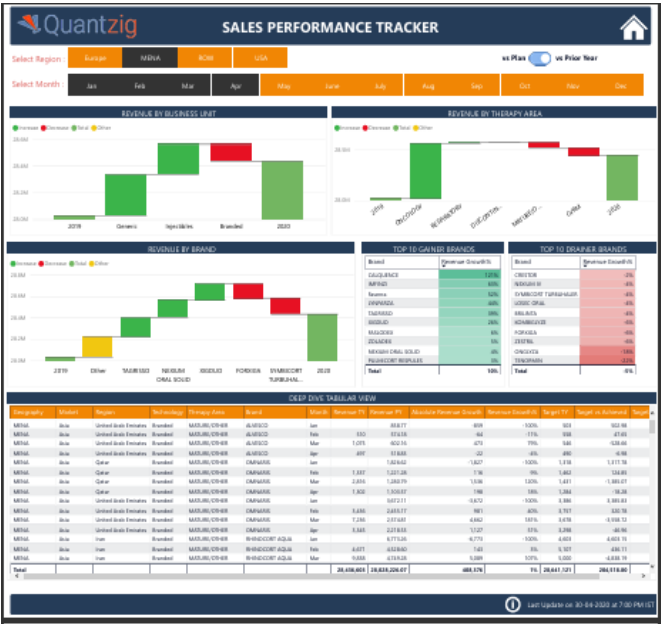
Based on the current stage of Nestle Health Science's analytical maturity, we can partner with you to build **strong data foundations, analytical solutions to specific problems** and build **future ready analytics engines**.



** Illustrative use cases only. Final list of use cases can be aligned / identified with NHS based on priority and specific requirements.*

SAMPLE DASHBOARD:

Sales And Marketing Performance Measurement & Activity Tracker





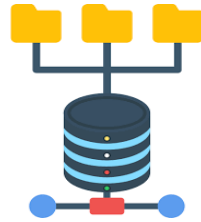
Solution Implementation

Our proposed implementation roadmap for your requirements will follow a three-fold approach involving **Process discovery**, **Data rationalization** and **BI Dashboards & Microtools** to streamline information flow in every step of your data operations.



1. Business / Process Discovery

- **Understand and align** with internal stakeholders on the business process
- Perform **Reverse Engineering**
- Create **Process Blueprint** (Reconciliation, Approvals, Workflows)
- Design **business rule book** (Decision Thresholds for early warning / alerting)
- **Finalize, document** Signoff.



2. Data Rationalization

- Identify the **data sources, data operations and transformation required**
- Identify **Data gaps, Reconciliation issues**
- Design **Data orchestration and Data Quality Management** required
- Identify **KPIs & metrics** to be precalculated, **business** logics for them



3. Technology Tool kits

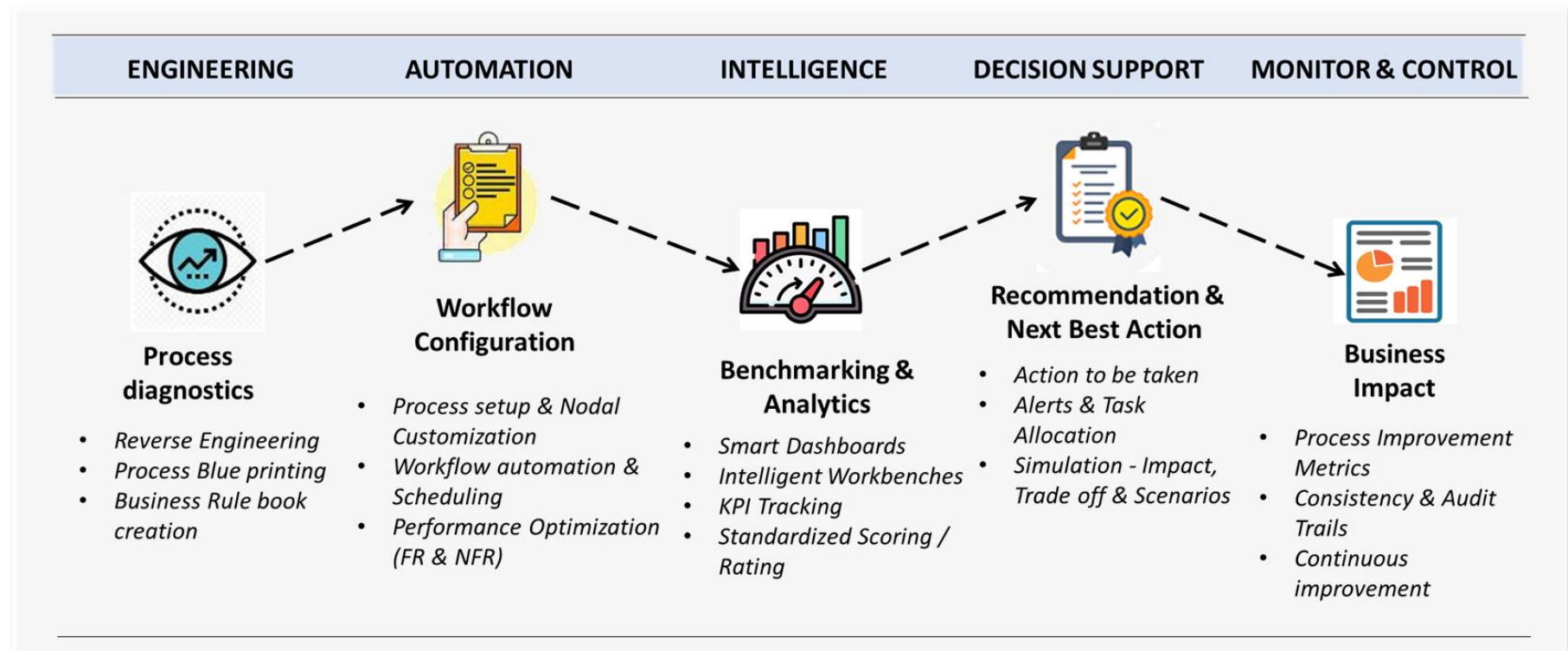
- **Process Setup** with automated data quality management, orchestrations, reconciliations.
- Nodal customization with **Low Code/No Code Applications** for business user oversight
 - **Business As Usual:** Alerting, Approvals, Task Allocation & Performance Management
 - **Planning:** Simulation, Root Cause analysis, Impact measurement & scenarios.

To begin with, we will leverage our **Process Engineering framework** to ensure detailed understanding, codification and customization of the underlying process for a **holistic & connected process intelligence** within your commercial operations.



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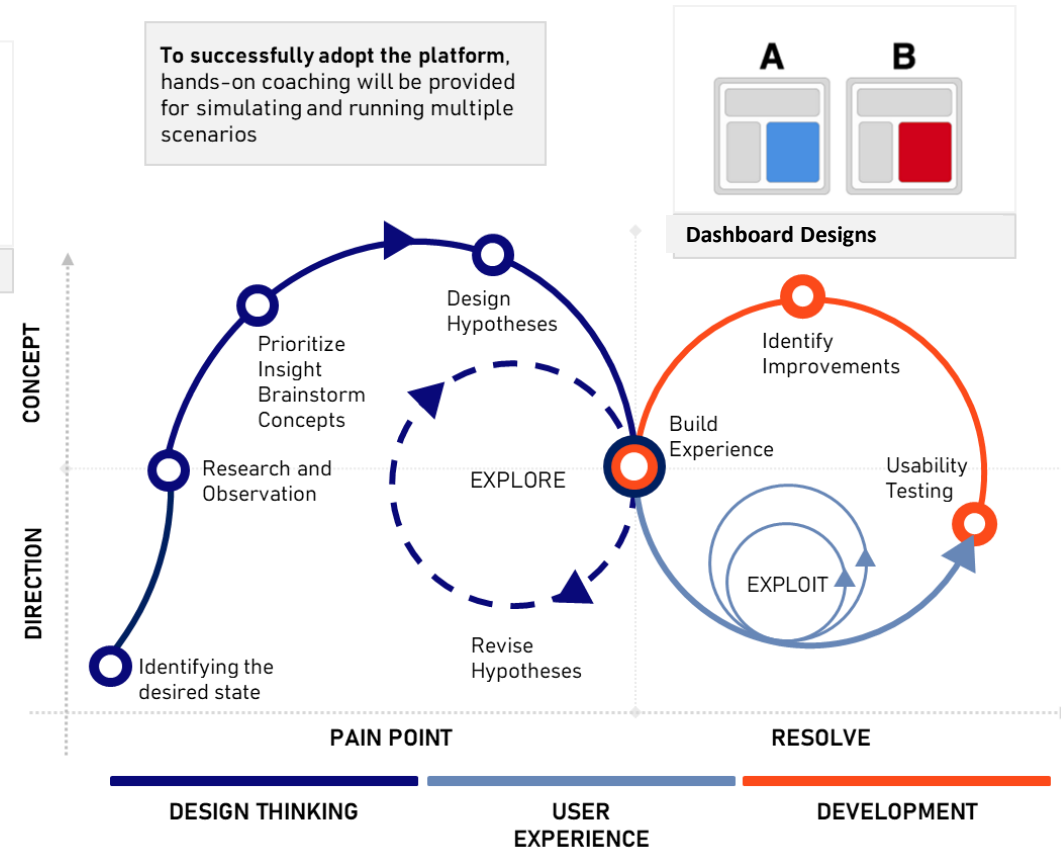
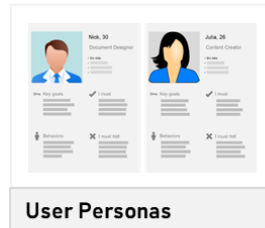


As part of the business / process discovery, we focus on **design thinking exercises** to enable **detailed understanding of scenarios** with your users for creation and consumption of our BI solutions.



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Continued support and workshops for new teams as they encounter new situations where the solution can help

We will **rationalize standardize & streamline your data flows** even before they get to the dashboards for future proofing and to ensure reduced manual oversight post deployment.



2. Data Rationalization

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- Identify **KPIs & metrics** to be precalculated, **business** logics for them

MODERNIZATION



MIGRATE DATA AT SCALE THROUGH OUR **DATA MODERNIZATION SOLUTIONS**

- Data Strategy, Architecture & Optimization
- Flexible Data Orchestration & Consolidation
- Low code processes & Collaborative Cataloging

GOVERNANCE



SETUP **ADVANCED DATA GOVERNANCE FRAMEWORKS** AND REDUCE MANPOWER NEEDS BY 70%

- Automated Governance with release Management
- Customizable Visual Workflows for data owners
- Self Healing Systems & Automated Resolution

SOCIALIZATION



DRIVE CONSUMPTION THROUGH **INTEGRATED REPORTING SUITES**

- Dataset generators & workbenches for data self - serve
- Storyboarding through Pre-calculated KPIs & Templated Reporting
- Custom Marketplace APPS

ADVANCED SOLUTIONS



DATA DRIVEN WORKFLOWS THROUGH **AUTOMATION & DECISION SUPPORT ENGINES**

- Streamlined MLOps
- AI enabled Customer Support
- Knowledge management
- Intelligent Dashboards & Cognitive Solutions

We will also identify & prioritize the business relevant, **ready to use & actionable KPIs** which will be centrally pre-created across descriptive, causal, predictive and prescriptive buckets to enable **single click actionability**.

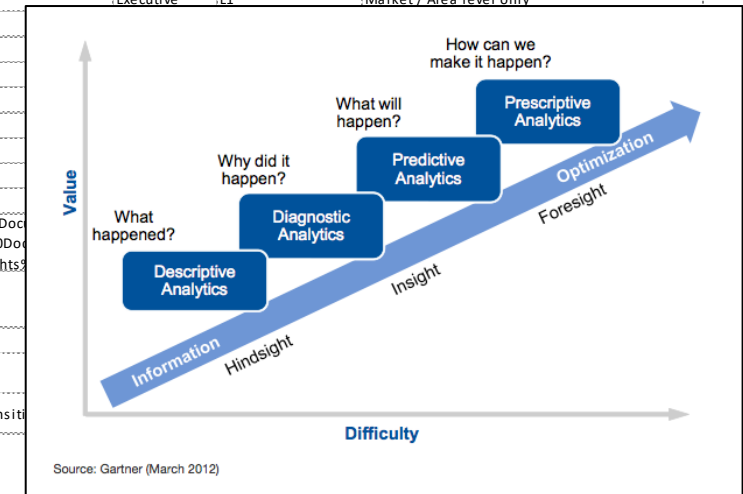
- Pre-calculated KPIs for different business teams
- Predictive and Prescriptive KPIs right in the warehouse for drag and drop consumption



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KPI Rank	KPI Category	KPI	Formulae	KPI audience	Recommended granularity of visualization	Recommended Granularity of Measurement
1	Performance-Base	Market Share	Reckitt value TY / Category value TY	Executive	L2	Market + Category / brand
2	Performance-Base	MS BPS	$(MS\ TY - MS\ LY / MS\ LY) * 100$	Executive	L2	Market + Category / brand
3	Performance-Base	Value , Value Change %	Value , Value Change %	Both	L3	Market + Category / brand + Retailer
4	Performance-Base	Volume , Volume change %	Volume , Volume change %	Both	L3	Market + Category / brand + Retailer
5	Performance-Base	Net Revenue, NR Growth vs PY	$NR, NR\ TY - NR\ LY / NR\ LY$	Executive	L3	Market + Category / brand + Retailer
6	Performance-Base	Gross Margin , GM Growth vs PY	$GM, GM\ TY - GM\ LY / GM\ LY$	Executive	L3	Market + Category / brand + Retailer
7	Performance-Base	Trade Investment, TI Growth vs PY	$TI, TI\ TY - TI\ LY / TI\ LY$	Executive	L3	Market + Category / brand + Retailer
8	Performance-Derived	MS break even value	$(MS\ LY * Reckitt\ Sales\ value\ TY) - (Reckitt\ Sales\ Value\ LY)$	Executive	L2	Market + Category / brand
9	Performance-Derived	Create	Market sales Current Year YTD / Market sales Previous Year YTD	Executive	L1	Market / Area level only
10	Performance-Derived	Compete	Market share Current Year YTD / Market share Previous Year YTD	Executive	L1	Market / Area level only
11	Performance-Derived	Capture	Net Pricing Current Year YTD / Net Price Previous Year YTD	Executive	L1	Market / Area level only
12	Performance-Derived	Convert	GM growth vs NR growth index	Executive	L1	Market / Area level only
13	Performance-Derived	RGM Formula	$cr*co*cn*ca$	Executive	L1	Market / Area level only
14	Performance-Derived	TI Performance VS GS	TI % GS			
15	Performance-Derived	TI Performance VS NR	TI % NR			
16	Performance-Derived	Gross Margin % NR	GM % NR			
17	Performance-Derived	TI Velocity vs GS	TI Growth vs PY / GS Growth vs PY			
18	Performance-Derived	NR vs Promo Spend Growth	NR Growth / Promo spend Growth			
19	Performance-Derived	Non-promo value contribution	Reckitt Non-Promo value / Reckitt category value			
20	Performance-Derived	Promo value contribution	Reckitt Promo value / Reckitt category value			
21	Performance-Derived	Traffic Light	based on RGM performance formula			
22	Performance-Derived	Value decomposition - Price impact + volume impact + mix impact	https://rbcm.sharepoint.com/sites/GlobalCDI/Shared%20Documents/AllItems.aspx?id=%2Fsites%2FGlobalCDI%2FShared%20Documents%2FValue%20Decomposition%20Analysis%20Price%20Landscape%20Insights%20Report%20Template.docx			
23	Performance-Derived	Categories w value MS growth vs PY	% of categories with market share improvement			
24	Performance-Derived	Category Leadership (MS)	Vs category and where reckitt is lead			
25	Performance - Prescriptive	Incremental sales value @ projected PPU growth	Reckitt PPU / PPD growth * price value sensitivity			
26	Performance - Prescriptive	Potential Upside If Reckitt Avg Price @ Rate Of Competitive Avg	$(Category\ avg.\ price\ vs\ Reckitt\ Avg.\ price) * Price\ volume\ sensitivity$			

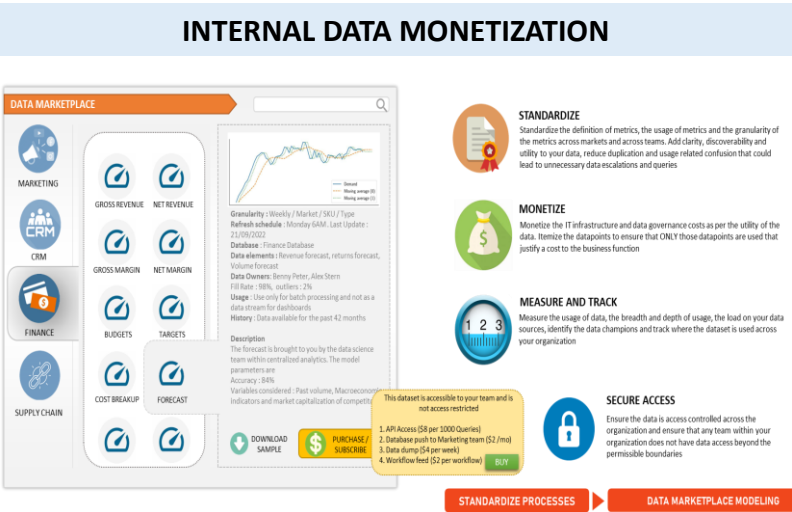
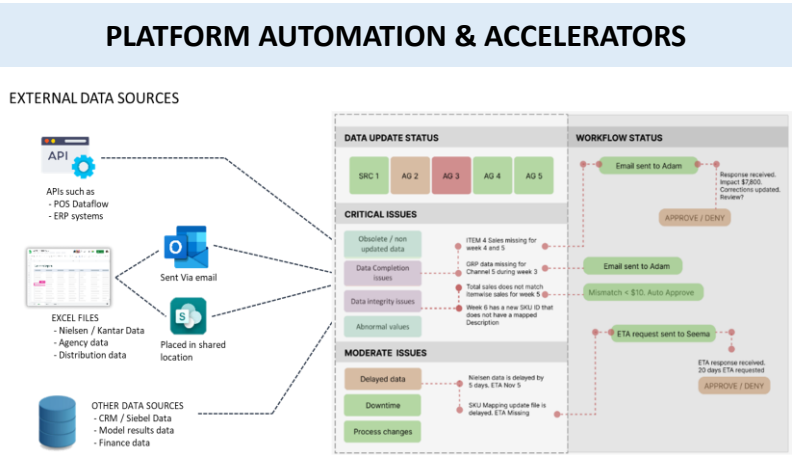
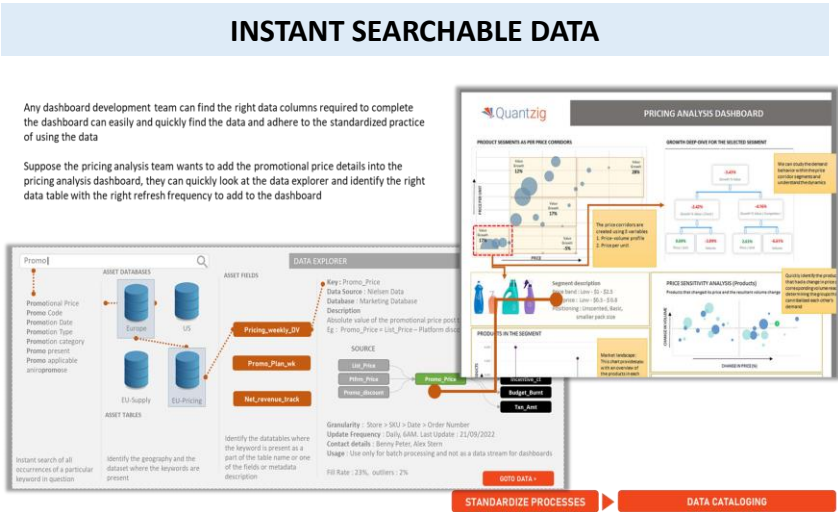
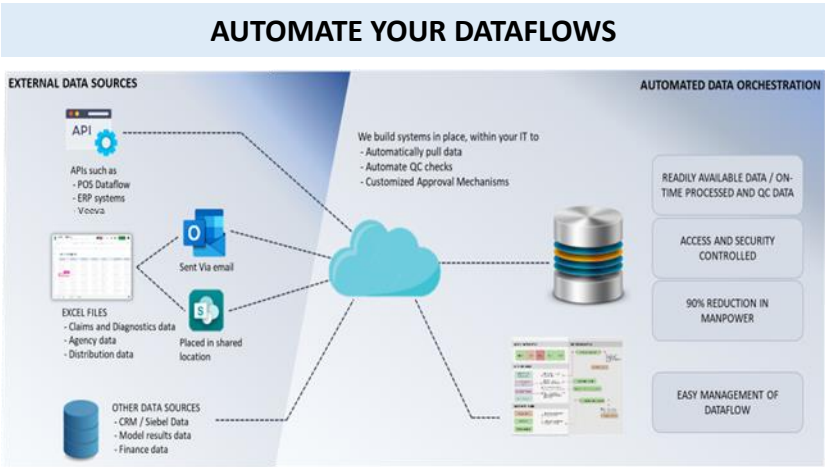


We will also enable **Process Support Solutions** on top of your systems to make it simpler for managing **Data flows** (*Orchestrations from Veeva, Sales / Marketing Clouds, Omnichannel etc*), **Data Operations** (Data Quality Management) and **Consumptions** (Marketplace apps)



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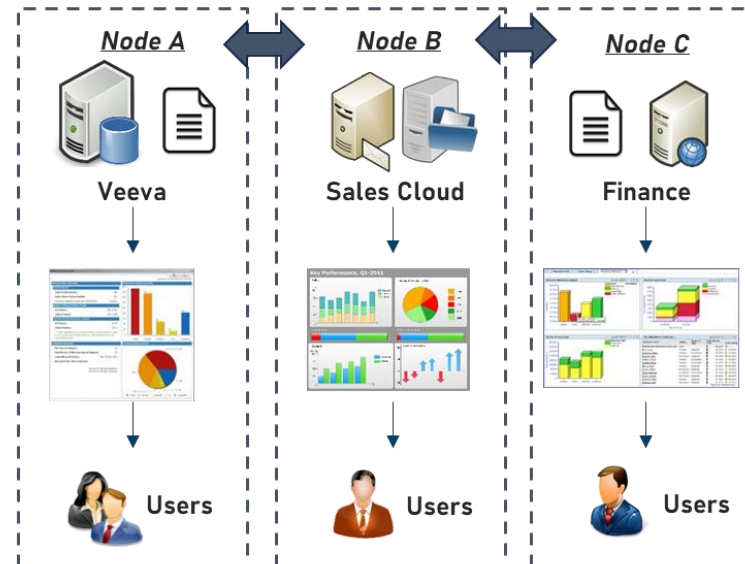
Finally, we will set up **customized, best-in-class and easier to manage intelligence solutions** across your data operations and disparate systems with provisions for further customization and global / local scale ups.



3. Technology Tool kits

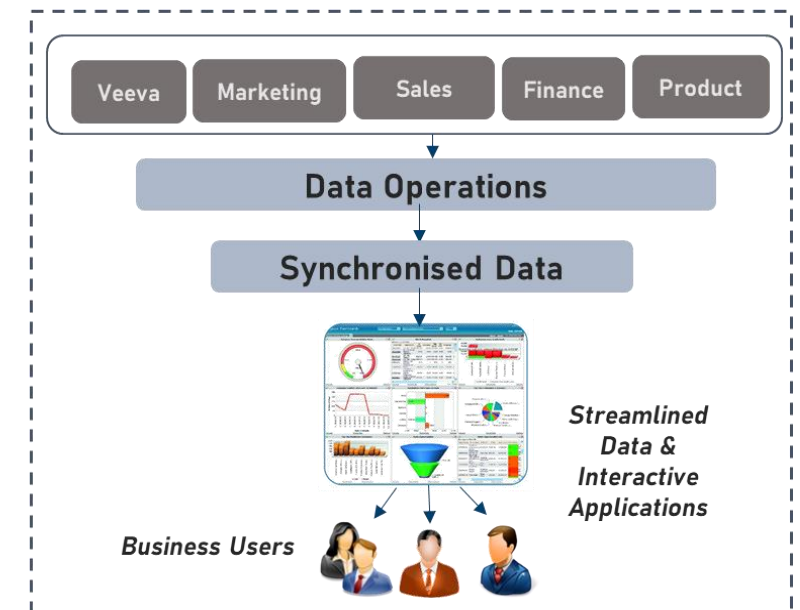
- **Process Setup** with automated data quality management, orchestrations, reconciliations.
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Current State*



- No enterprise view
- Lack of standardization across data assets
- Difficult to share data and get integrated results
- Difficult to create interactive decision support within and btw. Different nodes.

Proposed State



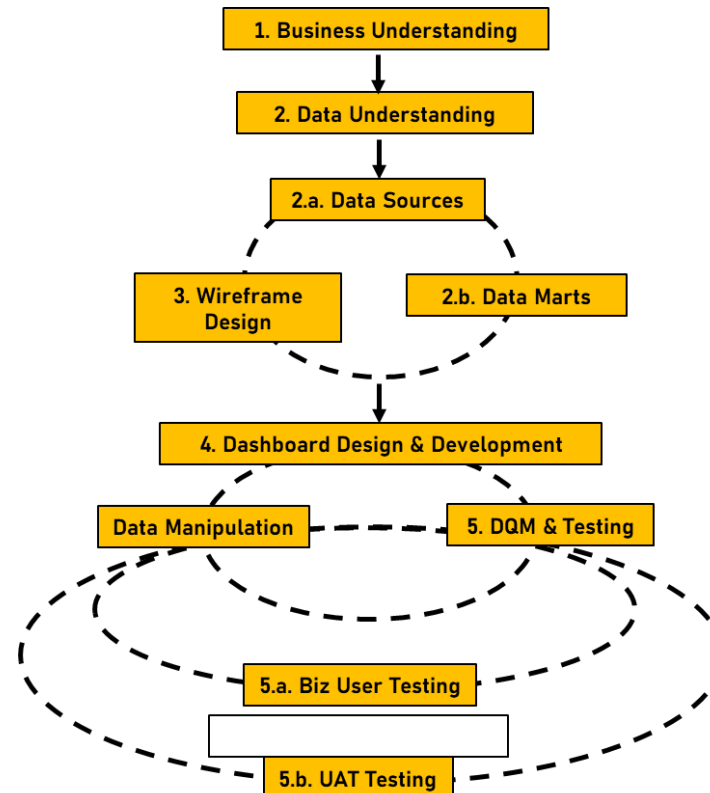
- Eliminates manual oversight
- Standardization of Metrics & KPIs
- 3 Click interactive dashboards, cockpits, workbenches and allow Code / No Code applications

We follow a **robust & battle tested development lifecycle process** to develop our intelligence solutions to ensure seamless translation of business requirements and future proof the set up for different scenarios.



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Business Understanding:

- Key** -- Focus on critical business activities and processes
- Performance** -- Develop metrics that measure performance
- Indicator** -- Measure business activities and processes that are controllable

Data Understanding:

- Understanding data sources
- Importing data & linking tables
- Formulating SQL query
- Refreshing data

Data Tools:



Wire Frame Design & Review:

- Manipulate data (merging data, creating views, etc.) that are necessary to expedite design
- Whiteboard sketches of the various design elements – charts/tables/maps
- Internal & business user reviews

Dashboard Development & Review:

- **Pre-Feedback**
 - Dashboard development
 - Data manipulation
 - Review and internal sign off
- **Post-Feedback**
 - Enhancements – post business review
 - Testing and sign off

Business Intelligence Tools:



Additionally, we can integrate **conversational AI into BI**, allowing your team to pull relevant documentation and simplifying the process of accessing and utilizing the knowledgebase.



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Our cognitive data consumption layer enables faster data interaction and executive oversight with AI driven insights (Performance review), process automation (Workflows) & decision support (Resource allocation)

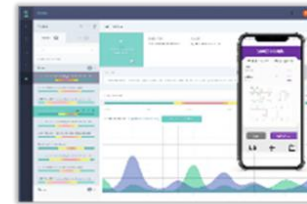
- Embedded AI (Keywords)
- Wrapped AI (Integration, Alerts)
- AI Instances (Gen AI, Chatbot)

CO PILOTS

CHATBOTS

EXECUTIVE COCKPITS

AUTO GOVERNANCE



Build proactive email and mobile Alert mechanisms for your business processes



Automate your business processes and remove manual / excel work from your process



Turn your dashboards into a chatbot. Integrate conversational tools into your enterprise



Build enterprise applications and BI solutions that simplify storytelling



Simplify the process of managing your data through visual workflow managers

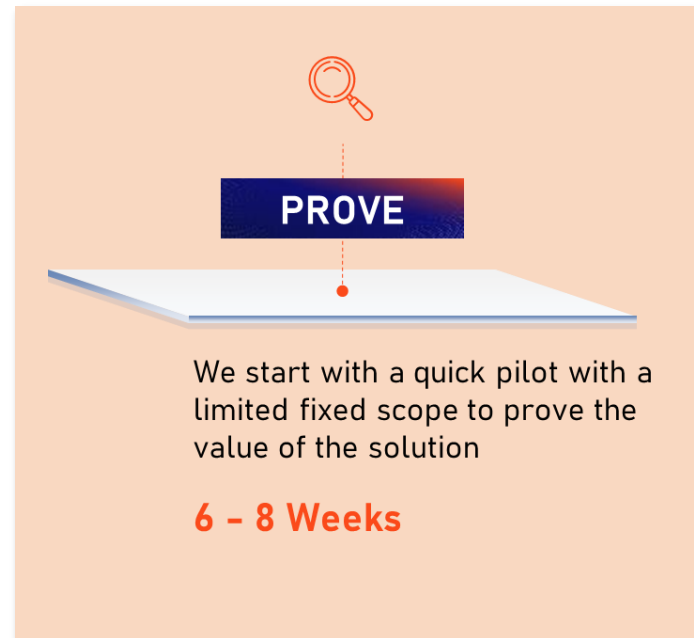
Phase 1



Pilot Project



To begin with, we propose a **No obligation Pilot** to try us out in one of the usecases identified for Phase 1 and evaluate the value we bring to the table





How will the pilot scope be defined?

You can choose an area / dashboard where you currently faces challenges or looking forward to development of a new dashboard with Quantzig for evaluation. Post use-case confirmation, Quantzig would work on a mutually decided scope for Pilot exercise that can be completed in a 6-8 week timeframe.

For e.g. You could choose a pilot use case around Sales Activity planning, execution & monitoring such as **Sales Rep Visit Effectiveness, Performance Comparison.**

What all will the team work on during the engagement?

Our team would work on end-to-end processes including Design, Development, Implementation and Socialization of the developed solution

Where will the pilot solution be implemented?

Initial pilot solution can be implemented within your ecosystem or Quantzig's ecosystem depending on the use case selected and type of implementation required. Data protection norms for information security would be followed during pilot execution to ensure complete privacy of your data

Post use-case finalization, how soon can the pilot be kick-started?

Within 2 weeks of use-case confirmation (*niche use-case might require some incremental time for staffing depending on problem complexity*)

How much time investment is expected from your team during the pilot?

Our experienced team works with minimal hand-holding and would only require following connects to ensure 100% business alignment and pilot solution success:

Week 1: Initial scoping workshops (Max. 2 connects)

Week 2-4: Interim Review of solution (Max. 2 connects)

Week 5-6: Final solution roll-out and presentation (1 connect)

The **Proof-of-concept solution** can be completed in a 6–8 week period to demonstrate the value through a prototype and we can provide a scale up plan to operationalize the initial solution.



CATEGORY	SUB-TASKS	WK 0	WK1	WK2	WK3	WK4	WK5	WK6
Data Gathering	Data discovery and review of final scope of work for PoC							
	Data acquisition for prototype development							
Data Sanitization	Cross-source data integration at sublevels							
	Data treatment for analytical cube development							
Dashboard Design	Deep Dive & Solution design / wireframing							
	Exploration to create derived features							
	Business Signoff							
Dashboard Development	Data flow & Data operations automations							
	Workflow setup and customization							
	UI / UX, Tool Development							
	Code Modularization and results documentation							
	User Acceptance							
Deployment	Code packaging, Results Collation, and documentation							
	Training and Consumption Support							

Engagement Duration	6–8 Weeks
Tools and Technologies Used	(To be discussed with NHS)
Deliverables	<ul style="list-style-type: none"> Proto type Dashboard with user acceptance Documentation of Approach, Design and a scale up
Project Execution Environment	NHS IT environment (either VM based or Cloud service like Azure ML)
Cost of Execution	~\$20000 (No cost)
Data Requirements	“data requirements” document will be shared once use case finalized
Governance Cadence	<ul style="list-style-type: none"> Pre-kick off workshop for finalization of scope Weekly catchup for PoC review Final presentation with wider audience group

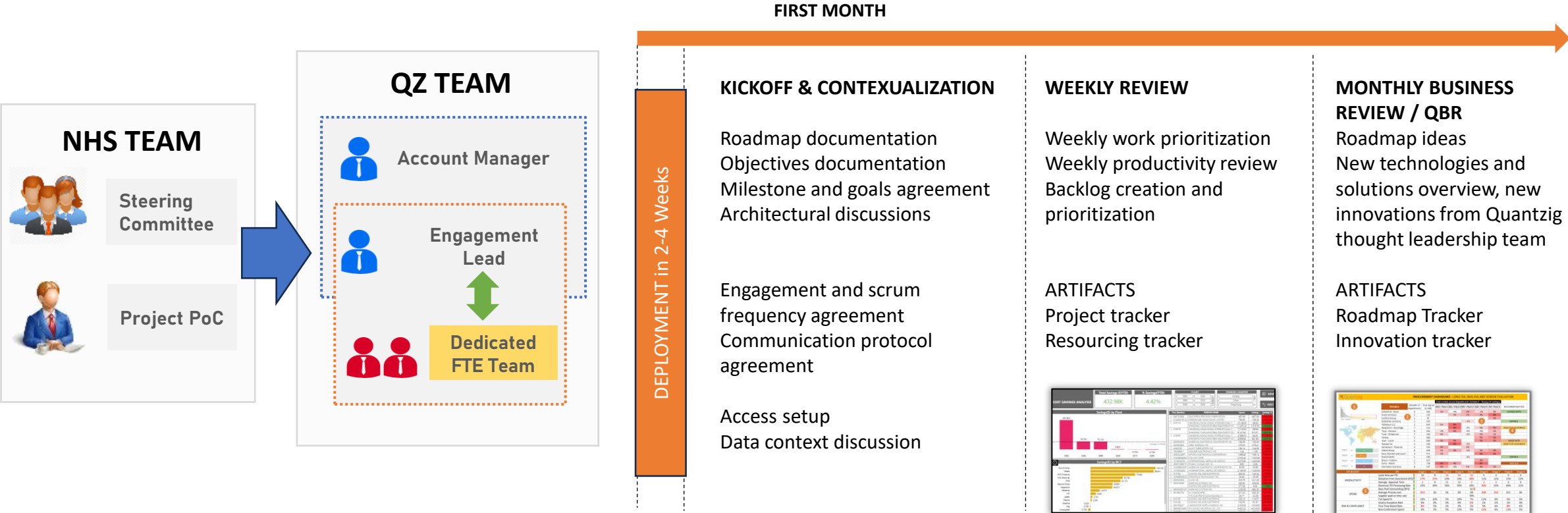
**** Detailed project plan, high level design specific to the use case identified will be shared once it is finalized & confirmed**

Phase 2



Managed CoE Engagement

Post Pilot, we propose a **Managed Services model** for this engagement where an **engagement lead** and **identified set of dedicated FTEs** will support NHS in the end-to-end implementation of the commercial intelligence solutions.



Governance between?		Artifacts
Our Governance Model	Operational Governance	Project Lead at Quantzig and the client's internal team
	Engagement Governance	Delivery Lead, Account Manager Manager and client PoC
		Weekly reviews, Project Tracker
		Monthly reviews & Quality Tracker

- We highly respect your data security concerns, and we are ISO 9001 and ISO 27001 certified
 - We connect to your data using VPNs, VMs and Remote Desktop as the data continues to reside in your environment
- InfoSec Adherence**

Our **Proposed Team** will have the right structure of skillsets aligned with your roadmap. Given our experienced pool, our resources are **quick to onboard** and can deal with ambiguities to **assume ownership quickly** and jump start your transformation.



FTE PROFILES



BI, VISUALIZATION
& UX DEVELOPER



DATA ENGINEER



DATA ARCHITECT
DATA CONSULTANT



DATA SCIENTIST
BUSINESS ANALYST



AUTOMATION &
PLATFORM DEV



MLOPS ENGINEER

SALIENT FEATURES OF OUR RESOURCE POOL



BUSINESS-READY FTEs

- Minimal to no handholding!
- Our teams are business ready & come with prior experience in your industry



QUICK ONBOARDING

- Quick Onboarding Cycle and assured time to Fulfill: 2- 4 weeks
- Prescreened Candidates
- Onboarding & KT 2 Weeks



RIGHT TOOL & TECH EXP.

- Team skills aligned with enterprise tech. stack
- Vast resource pool of 550+ FTEs across specialization to identify the ideal fit



FASTER, AGILE DEV CYCLE

- Extremely consumption focused & deliver quality at speed
- Project Mgmt & Expert inputs
- Business Continuity, Time overlap & coverage with US
- Use Time to Market < 100 Days

INDICATIVE PROFILES & TEAM STRUCTURE



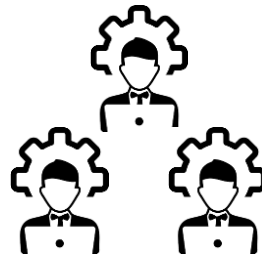
PROGRAM MANAGER
Lokesh Patil
10+ Years

Shapes engagements for several **fortune 500 Biopharmaceutical, Lifescience and Medical devices clients**. Experienced in end-to-end management of engagements in enterprise analytics space from **roadmap design, usecase prioritizing** and executing CXO analytical projects.



PROJECT LEAD
GAYATHRI GS
8+ Years

Project manager with a strong experience in **Global Sales Operations, Pharma / Lifescience and Medical devices domains**. Demonstrates exceptional leadership skills and a specialist in **data visualization, enterprise BI, data engineering & governance** on commercial data.



TEAM OF HYBRID BI DEVELOPERS

Hybrid developers with hands on experience in End-to-End BI implementations with specialization in both **Data engineering & Data Visualization**. Cloud (Azure/AWS) & Platform certified (PowerBI/Tableau). Domain experience with **Pharma – Lifescience** clients and hands on exposure to **commercial intelligence solutions** and data sources such **Veeva, Salesforce, Digital, Omnichannel, Sales & Marketing cloud** data sources.



OUR PRICING & RATECARD FOR NHS

We estimate **4 dedicate Hybrid BI developers** will be required to execute the NHS Commercial intelligence roadmap.

- 2 FTE will be working on **Sales Planning, Execution & Measurement** use cases
- 2 FTE will be working on **Retail Understanding & Perfect Store execution** workstreams

FTEs will have domain knowledge on **CPG / Pharma-life science** and experience in building **Commercial dashboards & data assets** on top of data sources such as *Omni Channel Data, Veeva, Sales Clouds* etc.

An **Engagement lead** from Quantzig will be assigned on top of **4 Hybrid BI FTEs (1 Senior BI Lead and 3 BI Developers)** to ensure consultative engagement, seam less delivery and drive service excellence for the NHS team. The annualized cost for the COE engagement would be **\$250,000.00**.

** Pilot project will be executed free of cost and therefore excluded in this pricing.*

Our FTE Rate Card for NHS

FTE PROFILES	Pricing / Year
DATA VISUALIZATION (BI DEVELOPER)	\$55,000
DATA ENGINEERING	\$60,000
HYBRID BI (DATA ENGINEERING + BI DEVELOPER)	\$62,000
SENIOR HYBRID BI (DATA ENGINEERING + BI DEVELOPER)	\$64,000
DATA SCIENTIST	\$60,000



Why Quantzig?

OUR KEY CLIENT PARTNERSHIPS



- Data Governance & Modernization
- Commercial Excellence
- Perfect Store Execution
- Supply Chain Analytics



- Master Data Management
- Commercial Intelligence & Analytics
- Data Migration & Engineering
- RWE & Clinical Studies



- Master Data Management and Low Code / No Code Development
- BI and Insights Platform Development
- Freight Cost Optimization



and many more...

A woman with dark hair, wearing a bright yellow sleeveless top and a light pink skirt, is smiling and shaking hands with another person whose back is to the camera. The background is blurred, suggesting an indoor setting with other people.

WHY CHOOSE QUANTZIG?

Roadmap Development: We partner to implement both your BAU expectations as well as in charting out a strategic roadmap and lead the transformation / execution towards it.

Analytics & AI: With our advanced analytics & AI, we add value driven insights and actionabilities to our clients and hoping for a chance to replicate it for NHS as well.

Added Services: Our FTE Rates are blended for managerial oversight & expert guidance that comes along with the FTE engagement model decoupling clients from day-to-day operations.

Our Industry Experience:

- Our long experience of working with **Pharma Lifescience** Clients with deeper understanding of the commercial KPIs helps to fast-track implementations quickly.
- We have been a flexible partner for our **Pharma Lifescience clients** with constructing engagements & team structures that serves both business and technical requirements strategically.

How are we different from other vendors ?



Need no introduction to your data - We are familiar with 90% of the widely used KPIs & commercial data sources (Veeva etc)



Product mindset over Project mindset - we build for maximum engagement and reach of your clients



We deliver Maximum ROI on your IT human capital investments.



We ensure your business teams' feedback is nothing but wow



We are best known for rapid scaling. We have implemented large scale digital transformation programs in half the duration taken by other vendors



Legacy, Hybrid and cloud native solutions - we are SMEs in the tech stack you use



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