



New analysis: SISO (Sell-In Sell-Out)

Global Business Intelligence

February 2020





Summary

- 1. What added value can we get from SISO analysis?**
- 2. How to perform a SISO analysis in Flashcard?**



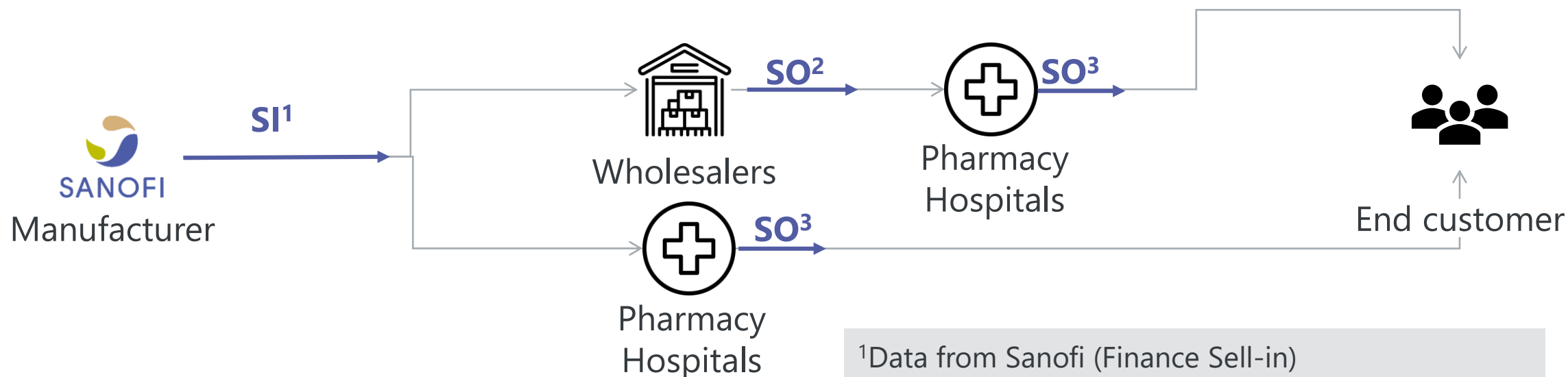
What added value can we get from SISO analysis?

Global Business Intelligence



SISO definition

- SISO indicator is used to track wholesalers' variation of stock by comparing the sales going out of Sanofi (SI = sell-in) to the sales going out of pharmacies and/or hospitals* (SO = sell-out)



¹Data from Sanofi (Finance Sell-in)

²Sell-out data from wholesaler (ex IQVIA)

³Sell-out data from Pharmacy/Hospitals (ex : IQVIA)



— SISO analysis added value

- **Business questions:**

- How the growth development of Sell-in versus Sell-out look like?
- Why market sales trend looks different then our net sales trend?

- **SISO analysis type:**

- **Macro analysis** at corporation level, megacategory level, country level
- **Micro analysis** at product family level
 - Net sales are growing more than market sales → could be due to a stock increase or a Parallel Import effect
 - Net sales are growing less than market sales → could be due to a Stock decrease or a reverse Parallel Import effect



SISO KPIs

- **Data sources:**

- SI = Finance data (Sanofi)
- SO = third party data provider (ex : IQVIA)

- **KPIs**

- Net growth sales
- Market sales growth
- Delta growth

* Depending on data availability



SISO analysis in Flashcard: Step by step explanation

Global Business Intelligence





Business case

- SISO analysis for Doliprane F in France

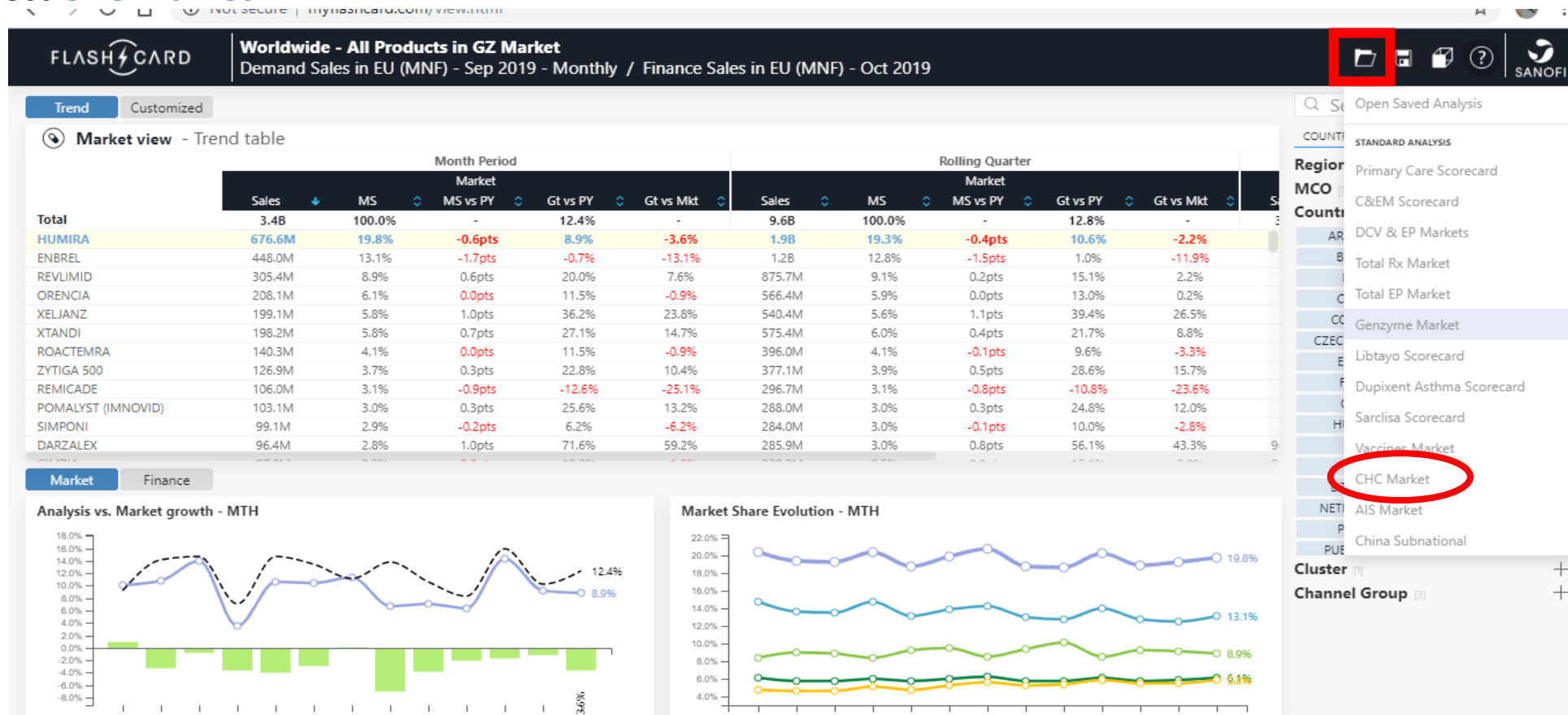
<http://myflashcard.com/>





1. Select CHC market

- Select the **Folder** on the right corner as shown in the below screen print
- Select **CHC Market**





2. Select SISO analysis

- Select the **SISO** filter

FLASHCARD

CHC Market: Worldwide (46 countries) - All Products in CHC Market
Demand Sales in EU (PUB) - Nov 2019 - Monthly

Trend

Customized

Market view - Trend table

	Month Period					Rolling Quarter				
	Sales	MS	MS vs PY	Gt vs PY	Gt vs Mkt	Sales	MS	MS vs PY	Gt vs PY	Gt vs Mkt
Total	10.3B	100.0%	-	5.7%	-	31.4B	100.0%	-	5.5%	-
OTHER CORPS	2.2B	21.7%	0.8pts	9.9%	4.2%	6.8B	21.5%	0.8pts	9.7%	4.2%
PRIVATE LABEL	761.4M	7.4%	-0.1pts	4.2%	-1.5%	2.4B	7.8%	-0.2pts	2.9%	-2.6%
GSK+PFZ	735.4M	7.2%	-0.2pts	3.4%	-2.3%	2.3B	7.2%	-0.2pts	2.7%	-2.7%
SANOFI	519.7M	5.1%	-0.4pts	-1.3%	-7.0%	1.6B	5.1%	-0.2pts	1.7%	-3.8%
BAYER	453.4M	4.4%	0.0pts	4.6%	-1.1%	1.4B	4.5%	-0.1pts	3.3%	-2.1%
J&J	394.5M	3.8%	0.0pts	5.3%	-0.4%	1.2B	4.0%	0.0pts	4.2%	-1.3%
RECKITT BENCKISER	290.3M	2.8%	0.1pts	7.7%	2.0%	854.1M	2.7%	0.0pts	6.9%	1.4%
P&G	253.8M	2.5%	0.1pts	10.0%	4.3%	733.5M	2.3%	0.1pts	8.4%	3.0%
TAISHO	136.1M	1.3%	-0.1pts	-4.0%	-9.7%	420.8M	1.3%	-0.1pts	-1.4%	-6.9%
TEVA	127.5M	1.2%	0.0pts	3.5%	-2.2%	387.9M	1.2%	0.0pts	4.5%	-0.9%
TAKEDA	117.4M	1.1%	-0.1pts	0.7%	-5.1%	348.0M	1.1%	-0.1pts	0.8%	-4.6%
ABBOTT	103.6M	1.0%	0.0pts	6.7%	1.0%	320.6M	1.0%	0.0pts	7.3%	1.8%

Market

SISO

Net Growth vs. Market Growth - MTH

Search...

Clear All

COUNTRY MARKET * PRODUCT METRICS

Corporation Group [385]

Corporation [388]

10 MOTIVES 21ST CENTURY LABS

4A SANTE A.P.M.

ABBOTT ABIES

ABOCA ACHE LABS

ACINO PHARMA ACTOR PHARMA(P...

ADAMED ADARE PHARMACE...

ADCOCK INGRAM ADEKA

ADP PHARMA AENOVA GROUP

AFLOFARM AFT PHARMACEUTI...

AHN GOOK AIMIL

AIR LIQUIDE AJANTA

AKORN ALAPIS

No Data

!

SISO Sales data is available only
1. for **Sanofi-CHC products**.
2. at **Product family level** and **Mega-category level**.

To display SISO data you need to select few filters. Please follow the next steps.



3. Select Sanofi CHC

- Search for Sanofi-CHC market in Flashcard
- Select *Sanofi CHC* from Corporation attribute under Product



SISO Sales data is available only for **Sanofi-CHC products**.

FLASHCARD **CHC Market:** Worldwide (46 countries) - SANOFI CHC in CHC Market
Demand Sales in EU (PUB) - Nov 2019 - Monthly

Trend Customized

Market view - Trend table

	Month Period					Rolling Quarter				
	Sales	MS	MS vs PY	Gt vs PY	Gt vs Mkt	Sales	MS	MS vs PY	Gt vs PY	Gt vs Mkt
Total	10.3B	100.0%	-	5.7%	-	31.4B	100.0%	-	5.5%	-
SANOFI	491.2M	4.8%	-0.3pts	-1.3%	-7.1%	1.5B	4.9%	-0.2pts	1.7%	-3.8%

Market SISO

Net Growth vs. Market Growth - MTH

No Data

Search: sanofi Clear All

COUNTRY MARKET PRODUCT METRICS

Corporation Group (1)985 +

Corporation (1)2368 -

SANOFI (OTHER GB... **SANOFI CHC**

Product Family (8)221 +

Product Local (1)1067 +

PI Status (2) +

Flashcard v4.1.16 Solutionec



3. Select the country, here France

- Search for your country of interest market in Flashcard:
- Select *France* from Country list

FLASHCARD

CHC Market: FRANCE - SANOFI CHC in CHC Market
Demand Sales in EU (PUB) - Dec 2019 - Monthly

×

?

SANOFI

Trend

Customized

Market view - Trend table

	Month Period						Rolling Quarter					
	Market			Market			Market			Market		
	Sales	MS	MS vs PY	Gt vs PY	Gt vs Mkt		Sales	MS	MS vs PY	Gt vs PY	Gt vs Mkt	
Total	548.7M	100.0%	-	-0.2%	-		1.6B	100.0%	-	-0.7%	-	
SANOFI	86.5M	15.8%	-0.3pts	-1.8%	-1.6%		247.9M	15.4%	-0.2pts	-2.0%	-1.3%	

Country

MARKET

PRODUCT

METRICS

france

×

Clear All

Region

MCO

Country¹

FRANCE

Channel

+

+

×

+

+

Market

SISO

Net Growth vs. Market Growth - MTH

No Data

Flashcard v4.1.16

Solutionec



4. Possibility to change the time period

- Select *Time period* under Metrics
- Search for October month for instance

FLASHCARD | **CHC Market: FRANCE - SANOFI CHC in CHC Market**
Demand Sales in EU (PUB) - Oct 2019 - Monthly

Trend | Customized

Market view - Trend table

	Month Period					Rolling Quarter				
	Sales	MS	MS vs PY	Gt vs PY	Gt vs Mkt	Sales	MS	MS vs PY	Gt vs PY	Gt vs Mkt
Total	550.3M	100.0%	-	-1.7%	-	1.5B	100.0%	-	-2.0%	-
▶ SANOFI CHC	83.3M	15.1%	-0.1pts	-2.6%	-0.9%	215.6M	14.7%	-0.1pts	-2.4%	-0.4%

Market | SISO

Net Growth vs. Market Growth - MTH

No Data

Flashcard v4.1.16 | Solutionec

Search... Clear All

COUNTRY * MARKET * PRODUCT * METRICS

Frequency

Time Period

Aligned Latest

Oct 2019

< 2019 >

Jan Feb Mar

Apr May Jun

Jul Aug Sep

Oct Nov Dec



5. Select the right dimensions

- Select *Product family* under dimensions to see the SISO graphs
- You can see on the left Dolipran F



SISO Sales data is available only at **Product family level** and **Mega-category level**.

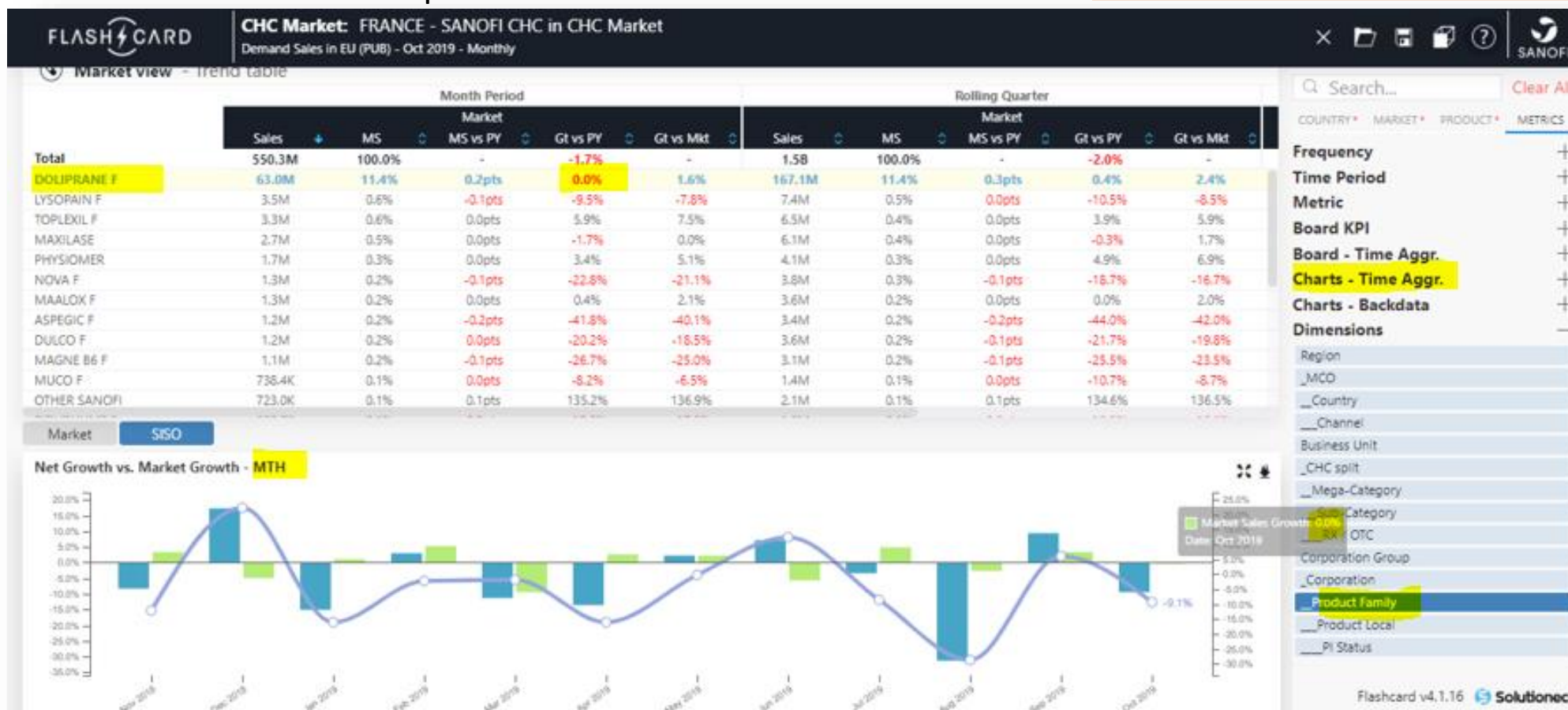




Chart 1: Finance growth vs. Market growth for Dolipran F in France

➔ *Shows that stock effect has happened last year*

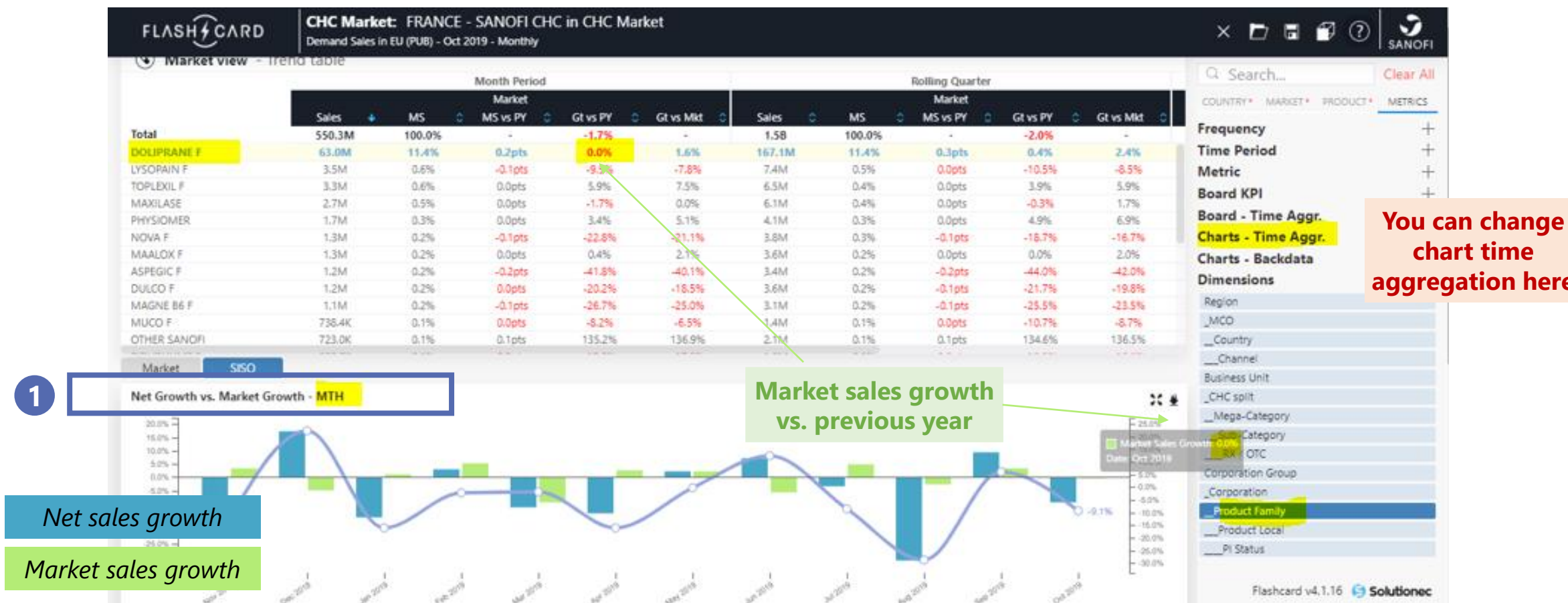




Chart 2: Finance growth vs. Market growth for **Top10 pdt families** in France

