



Marketing Operations Benchmark

TGaS® Advisors Marketing Operations solution provides a comprehensive framework for capturing the current state of a pharmaceutical or Biotech Company's marketing operations functions and comparing the results to other pharmaceutical or biotech companies. Our proprietary methodology yields a sophisticated capability, resourcing & GAP analysis which provides our clients fact-based insights and recommendations for improving the efficiency and effectiveness of their Marketing Operations.

Background

The Marketing Operations solution was launched by TGaS Advisors in 2005. It includes data from over 27 pharmaceutical and Biotech companies. TGaS Advisors has seasoned Marketing Operations professionals with 20 plus years Pharma experience.

Area of Focus

The Marketing Operations solution captures information and provides insights and observations in the following areas:

- Marketing Operations Management
 - Resourcing and Capabilities
 - Alignment with Marketing
- Professional Medical Education
 - Speaker Bureau
 - Speaker Operations
- Internal Agency/Creative Services/Print Production
- External Agency Management
- Meetings Management
- Conventions Management
- Medical/Regulatory/Legal Review Process
- Promotional Material Fulfillment Management

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Key Benefits of Working with TGaS Advisors

Some of the many benefits:

- Establish a baseline for capabilities & resourcing
- Compare capabilities & resourcing to a comparable peer set
- Assess your strategic and operational strengths and weaknesses
- Inform and support continuous improvement
- Establish appropriate resourcing levels as your product mix and marketing structure evolve
- Understand what good looks like

Answer the Questions:

Med Reg Legal Process:

Amount of times it takes from submission to final approval for critical marketing purposes:

- How structured is your current MRL process?
- What is the role of the Marketing Operations' group compared to their firms?
- How satisfied is the overall organization with the MRL process?

Agency Management:

50% of companies have dedicated personnel focused on managing external Advertising Agencies:

- How are others managing relationships?
- How are companies insuring consistent performance metrics across agencies?
- How are firms optimizing the integration of agencies with operations?



For more information about the Marketing Operations benchmarking solution, please contact Don Paras at dparas@tgas.com or visit www.tgas.com.