

Marketing Sciences

TGaS[®] Advisors Marketing Sciences Operations benchmark provides a comprehensive framework for capturing the current state of a pharmaceutical or biotech company's marketing sciences 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 sciences operations.

We analyze, compare and contrast your strategies, organization, processes and capabilities with those of other member companies to provide leaders insights about optimizing the efficiency and effectiveness of your marketing sciences organization.

Areas of Focus

The TGaS Advisors Marketing Sciences Operations benchmark focuses on providing analysis, insights and specific recommendations across strategies, tactics, resources, metrics and organizational issues. Specific areas of focus include but are not limited to:

Functional Areas

- Primary Research
- Secondary Information
- Reporting and Analysis
- Forecasting
- Marketing Analytics
- Managed Markets Research and Analysis
- Competitive Intelligence
- BD&L Support

Key Processes

- Business and customer insight generation
- Cross-functional collaboration
- Knowledge management
- Talent management

Working with TGaS Advisors

As with other TGaS Advisors solutions, the benchmarking process is just the foundation of our partnership. Our toolkit includes valuable resources to improve the efficiency and effectiveness of your marketing team including:

- Benchmark implementation support
- Business planning and strategy mapping exercises to provide strategic focus and alignment of activities with the company's core needs
- Custom advisory sessions on a wide range of technical and management issues
 - "Virtual How" surveys to assess "How other pharmaceutical companies do it" to ongoing, client driven topical benchmarks to address client issues as they arise
 - Semi-annual client summits, a day of offsite to learn, share and network with your industry peers in a "non-selling" environment

About TGaS Advisors

Today, TGaS Advisors is the leading benchmarking and advisory services firm serving pharmaceutical commercial operations organizations. We provide the only comprehensive series of benchmarking solutions and advisory services for objectively improving the strategy and effectiveness of pharmaceutical operations organizations.

TGaS Advisors' proven methodology and deep proprietary database provides objective actionable insights for our clients and allows operations executives to take a proactive and strategic approach to supporting the commercial organization.

Our solutions help our clients to:

- Evaluate and improve effectiveness
- Assess capabilities
- Support improvements in efficiency
- Consider organizational alternatives
- Address strategy, tactics and optimal practices
- Establish goals and performance measures
- Gain access to ongoing trusted advisor network
- Develop transformational roadmap
- Maintain a fact-based, outside-in perspective