



Crossbow 2.0: ZS Demand-Driven Forecasting Platform

ZS Associates at a Glance

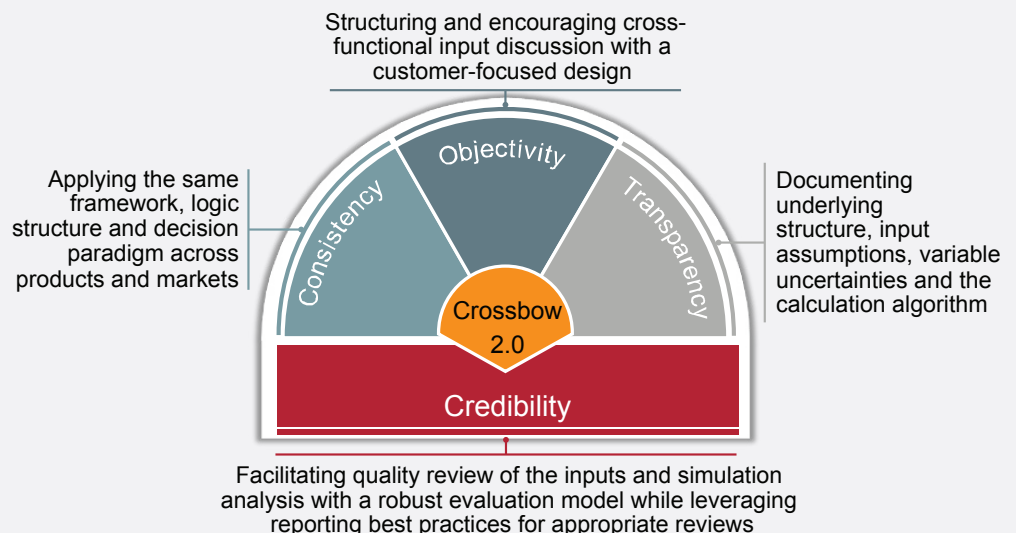
- > Global leader in sales and marketing consulting, outsourcing, technology and software
- > More than 2,500 professionals in 20 offices worldwide
- > Worked with more than 700 companies in 70 countries
- > 30 years of experience

Issue: Complicated, black box, unproven forecasts created with inconsistent processes and approaches

How much time and money has your organization poured into creating forecasts that failed to meet the needs of stakeholders? Today's myriad data sources, custom models and communication approaches can take considerable time, effort and proficiency to manage for effective results. Many organizations struggle with ownership, transparency, documentation, outdated platforms and buy-in that ultimately lead to non-credible and ignored forecasts. What's needed is an agile platform that can drive the creation of credible forecasts that are necessary to support rigorous forecasting across an entire portfolio of products and commercialization opportunities. With credible forecasts, your organization can effectively make more robust decisions and can react quickly to changing business needs and markets.

A unified Excel platform that supports patient-based forecasting while providing standardization and consistency across your organization

Crossbow 2.0 is a quick-to-implement, standardized yet flexible, cost-effective solution that was built expressly for forecasters and their customers to make informed, strategic decisions. It delivers business-focused, actionable insights in an Excel-based modeling solution that is transparent and easy to use. Crossbow 2.0 is built upon lessons learned from decades of ZS Associates' experience across thousands of forecasting engagements with pharmaceutical, biotech and medical device companies in more than 200 therapeutic areas.



Leverage Crossbow 2.0 to build a strong foundation for forecasting that focuses on consistency, objectivity and transparency to drive credibility and lead to better decisions.

Why ZS?

- › Standardized Approach
 - Use a single platform everyone understands
- › High Quality
 - Extensive business-focused modeling, quality assurance and calculation transparency tailored for forecasting
- › Quick to Deploy
 - Faster time to market than a custom model
- › Proven Expertise
 - Designed for and built by forecasters with experience in 200+ therapeutic areas
 - Join the 40+ life science companies already using our forecasting tools

Why Crossbow 2.0?

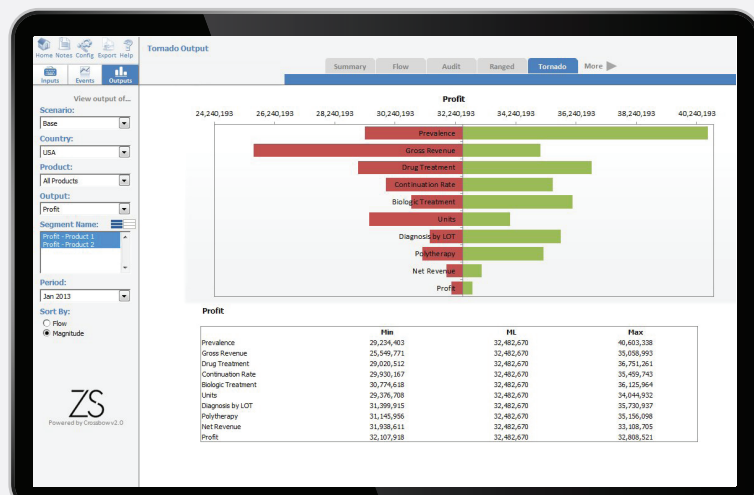
- **Insight-focused** reports help you and your customers make informed strategic decisions.
- **User-friendly** tool models even the most complex market dynamics without the need for complex programming.
- **Flexible modeling** allows you to build forecasts tailored for your products and evolve the structure without losing information.
- **Visually driven** and easy-to-use interface allows you to focus on forecast inputs and outputs rather than formulas.
- **Customizable** modular design allows you to modify both calculations and reporting now or in the future as business requirements change.
- **Turnkey** Microsoft Excel-based solution requires no additional software installation.

Discover the Difference

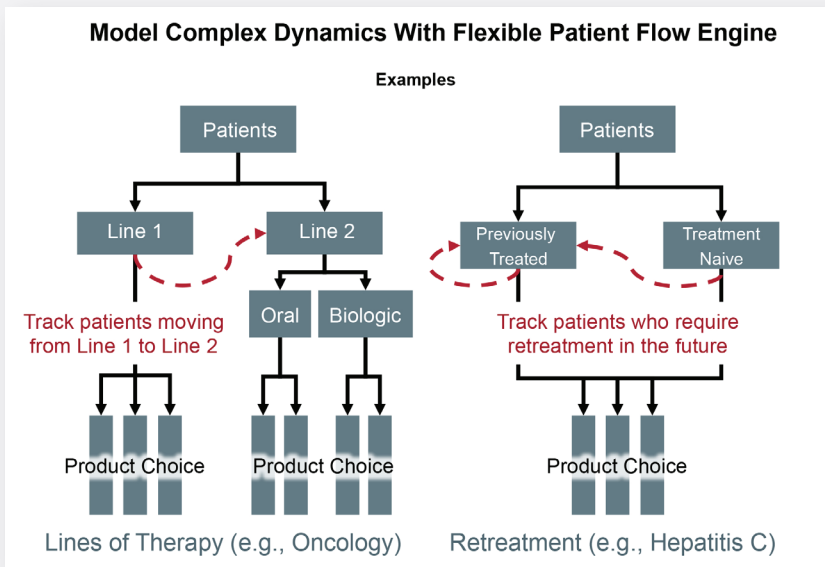
Benefit from a flexible platform that can be implemented in less time and at lower cost than a custom-built solution. Implement a standard solution in as little as five weeks.

Build credibility by improving communication with consistent reports and improving transparency through standardized documentation, processes and model consistency.

Spend more time discussing the forecast, not how the forecast was built, by aligning stakeholders with a standardized platform that does not put modeling into question.



Crossbow 2.0 is designed to be powerful, flexible, transparent and easy to use.



Crossbow 2.0 has been designed to handle any type of patient and flow-based forecast, including complex markets like oncology and hepatitis C.

Utilize Powerful Forecasting Capabilities

Crossbow 2.0 is a sophisticated Excel-based solution that is comprehensive and designed to suit your organization's needs across multiple users, products and business units.

- **Dynamic forecast horizon** can model monthly, quarterly or annual time frames and has the ability to include multiple time frames together to support both short- and long-range forecasts.
- **Patient flow engine** allows modeling the most complex market dynamics with segmentation, switch dynamics, lines of therapy, patient relapse and other dynamics.
- **Event engine** with source of business supports product launches, changes in health-care policy, pricing changes, new indications, competition and much more.
- **Powerful engine** supports any type of calculation; if you can do it in Excel, you can do it in our platform.
- **Rigorous analytics** enable you to conduct what-if analyses, run Monte Carlo simulations and conduct sensitivity analyses with a click of the mouse.
- **Scenario support** lets you generate multiple versions and compare results in a single file.
- **Standard reports** empower you to quickly prepare insight-focused reports and export them to Excel for further analysis.

Standard Reports:

- › Summary
 - View outputs cut and aggregated across market segments.
- › Audit
 - Trace all forecast calculations.
- › Flowchart
 - Visualize forecast structure.
- › Monte Carlo
 - Run simulations and view ranged outputs.
- › Tornado
 - Analyze sensitivity of forecast outputs.
- › Event Impact
 - See incremental impact of individual market events.
- › Waterfall
 - View successive impact of market events.



Take advantage of Crossbow 2.0's advanced input tools to efficiently generate forecasts.

Understand the Impact on Your Organization

With Crossbow 2.0 you can deliver results that drive effective decision making and boost the analytical capabilities of you and your team.

- **Improve consistency** by applying the same framework, logic and decision paradigm across all products and markets while accounting for unique attributes.
- **Provide objectivity** by delivering tools that encourage cross-functional input, information sharing and scenario analysis, and that leverage ZS experience.
- **Boost transparency** by removing the "black box" with an audit trail of all calculations.
- **Drive credibility** by developing tools that ensure quality review of inputs, robustness of the modeling methodology, simulations and evaluation scenarios.
- **Facilitate effective decision making** with a well-defined forecasting process built upon a solid foundation of tools to aid buy-in and address business questions.

About ZS

ZS Associates is a global leader in sales and marketing consulting, outsourcing, technology and software. For 30 years, ZS has helped companies get the most out of their sales and marketing organizations. From 20 offices around the world, ZS experts use analytics and deep expertise to help companies make smart decisions quickly and cost-effectively.

For more information,
please contact:

Judith Kulich
Principal
+1 650.762.7842
judith.kulich@
zsassociates.com

www.zsassociates.com

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