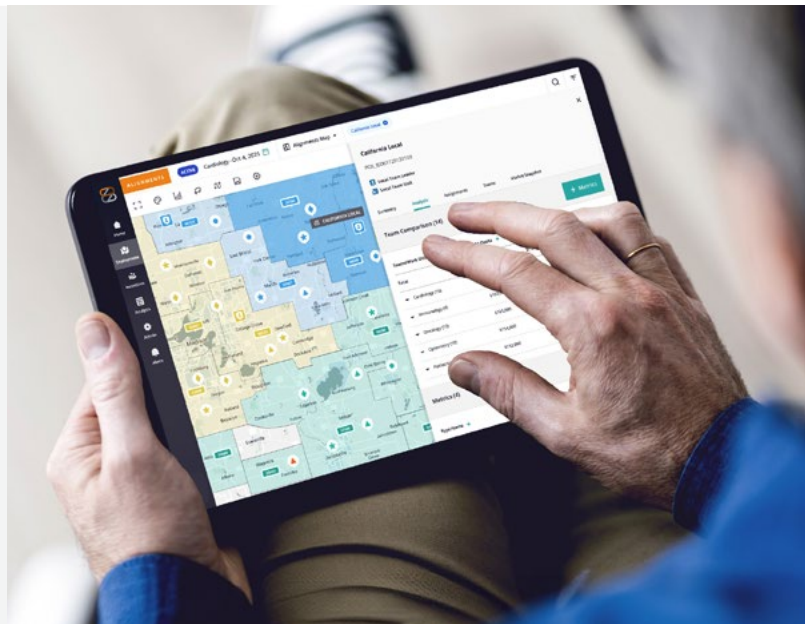




Plan, align and motivate your field force

ZAIDYN™ Field Performance



Transform sales territories and incentive plans for peak results

Life sciences organizations face challenges when designing sales territories, aligning them at local levels and keeping their teams motivated.

ZAIDYN Field Performance bridges the gap between sales strategy planning and field deployment execution by providing commercial teams with the data and analytics needed to support successful product launches.

Backed by 40 years of life sciences industry leadership, ZAIDYN helps:

- Align sales territories faster
- Fill coverage gaps with roster management
- Establish dynamic incentive sales structures
- Provide AI-generated insights to keep field reps performing at a high level

Delivering data and insights for better field performance

Life sciences organizations leverage ZAIDYN to plan, deploy, motivate and scale their field teams across 65+ countries while delivering these results:

95%

Time savings of operational efforts for determining dropped alignments

8 hours

Weekly time savings of roster management

ZAIDYN helps a large biopharma company transform sales incentive compensation

A healthcare provider in the global biopharma industry aimed to elevate digital capabilities for field performance. [ZAIDYN](#) helped evolve a shift in incentive compensation, resulting in a more motivated field force. [Read the case study.](#)

Impact where it matters.®



Sales territory design and alignment



Roster management



Incentive design and management

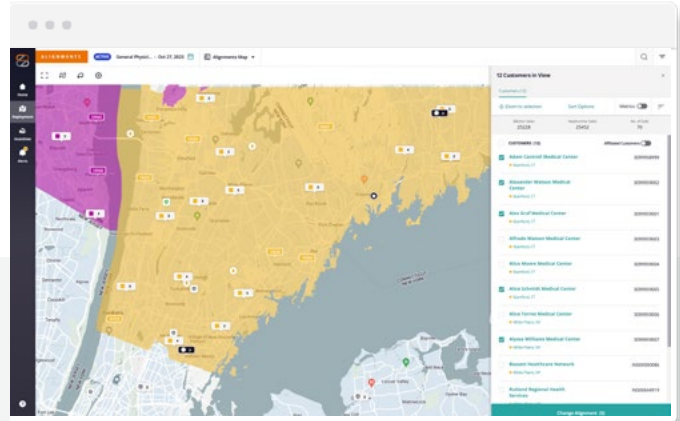


Dynamic call plan adjustments

Our solution

ZAIDYN Field Performance uses AI to optimize territories, eliminate coverage gaps, refine compensation plans and assign doctors based on proximity and historical relationships.

ZAIDYN Field Performance Territory Alignment view with associated customers. Color coding visually shows the territories and the customers within.



Field Incentive Compensation

Deploy compensation programs that:

- Motivate your sales team with dynamic reward structures that align with your business goals
- Identify top and bottom performing teams and individuals
- Make recommendations on how to improve field performance

Field Deployment

Elevate and optimize your sales strategy by:

- Using advanced analytics for seamless customer alignment
- Comparing teams visually via interactive mapping
- Configuring alignment rules with past call activity
- Running “what if” scenarios on possible realignments

Field Activation

Deliver a better field experience by:

- Dynamically adjusting call plans so reps can be more productive
- Recommending actions to help reps achieve incentive goals

Learn more: zaidyn.com/field

About ZS

ZS is a management consulting and technology firm focused on transforming global healthcare and beyond. We leverage our leading-edge analytics, plus the power of data, science and products, to help our clients make more intelligent decisions, deliver innovative solutions and improve outcomes for all. ZS has more than 13,000 employees in 35 offices worldwide. To learn more, visit www.zs.com or follow us on [LinkedIn](#)

