

Atos

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Use Case Atos Medical: 8 Years of planning sales territories world wide using RegioGraph

We are passionate about making life easier for people living with a neck stoma, by providing personalized care and innovative solutions.





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Atos Medical

We are passionate about making life easier for people living with a neck stoma, by providing personalized care and innovative solutions.

People living with a neck stoma: With a world leading position in neck stoma care, we provide care to people following a laryngectomy or tracheostomy. We address their breathing and speaking challenges as they adapt to life changes.

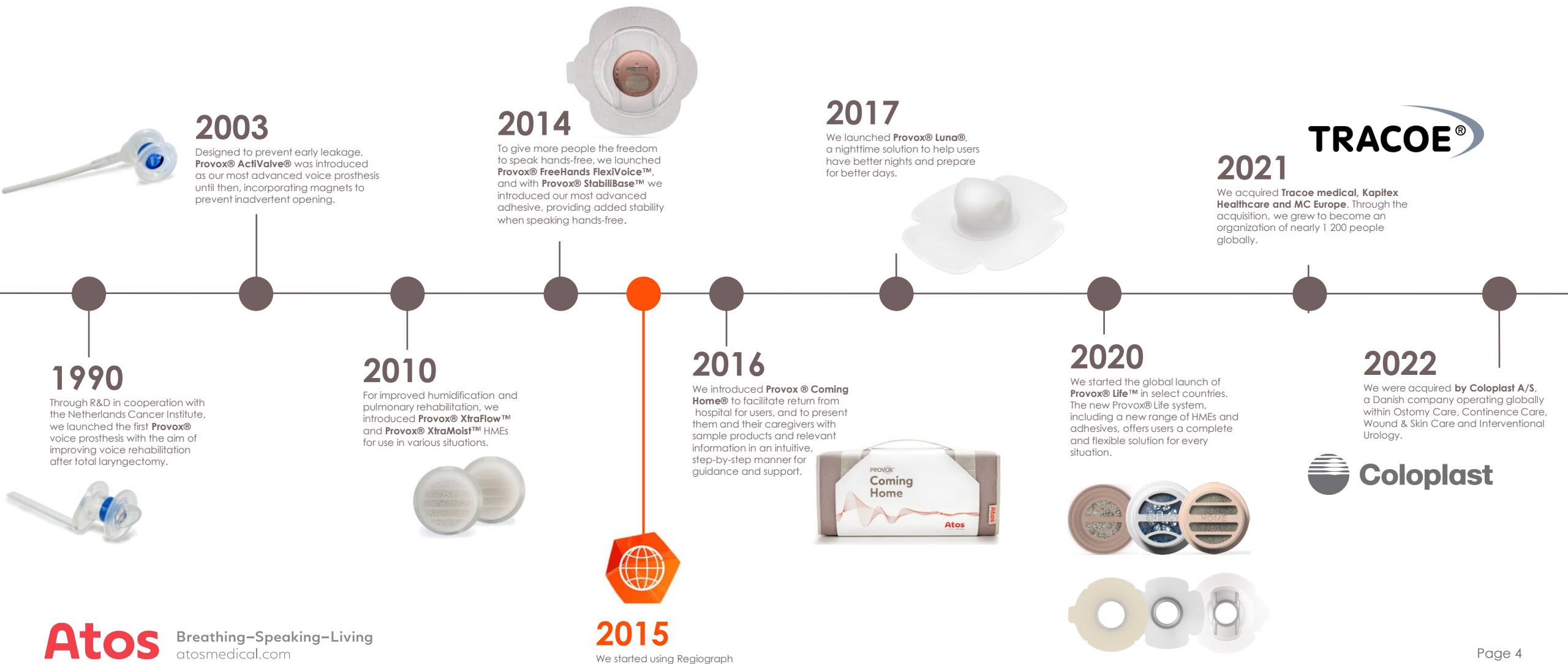


A total **laryngectomy** is a non-elective surgery performed in the advanced stages of cancer. The procedure involves removing your voice box – also called the larynx.



A **tracheostomy** is a medical procedure which consists of creating an opening in the neck for direct access to the windpipe (trachea) to facilitate breathing.

We have a long history and track record of driving innovation, based on strong knowledge of our customers.

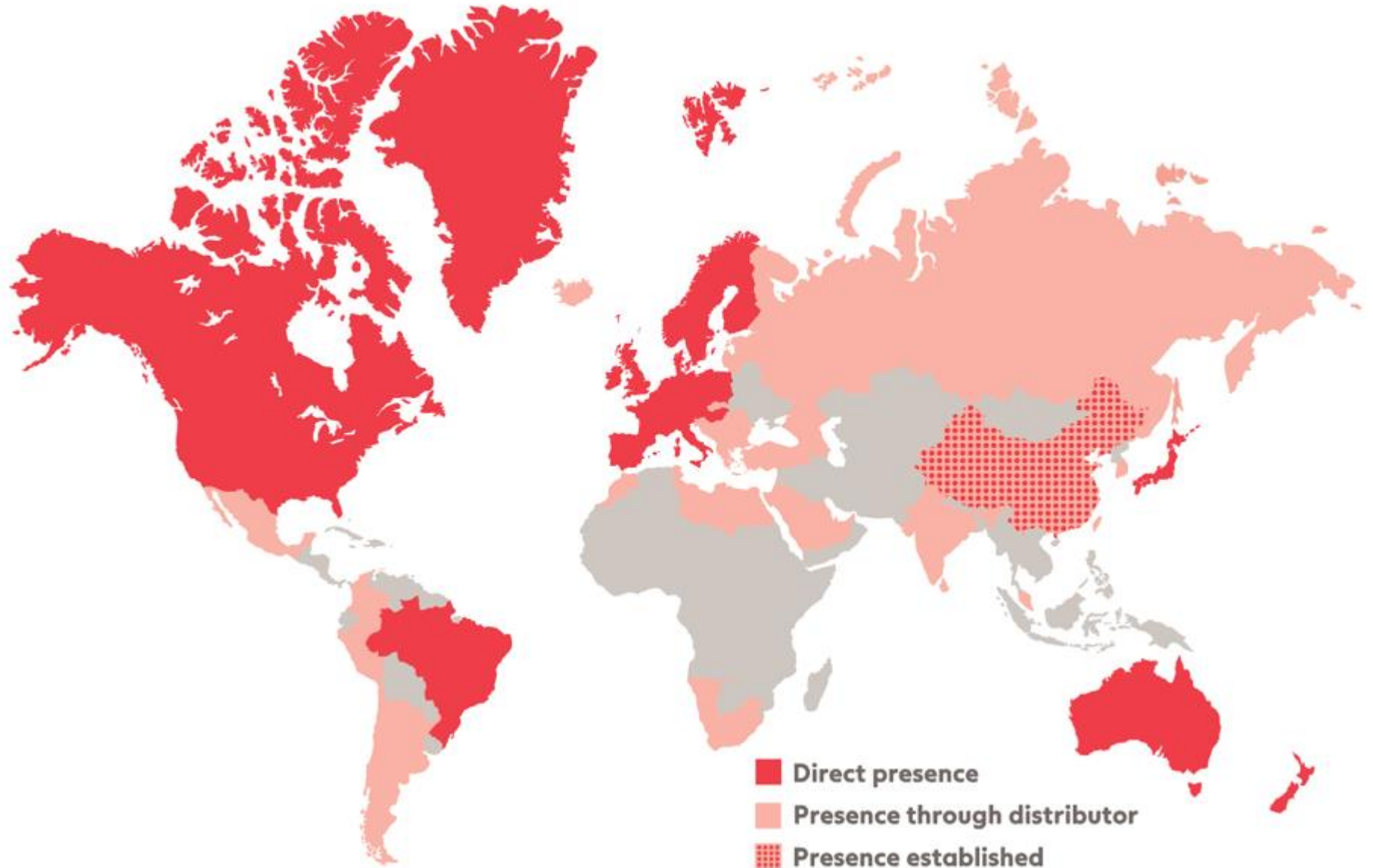


Global presence: We are a truly global organization with Swedish roots made up of about 1200 employees.

Since 2022 we are a
Coloplast company

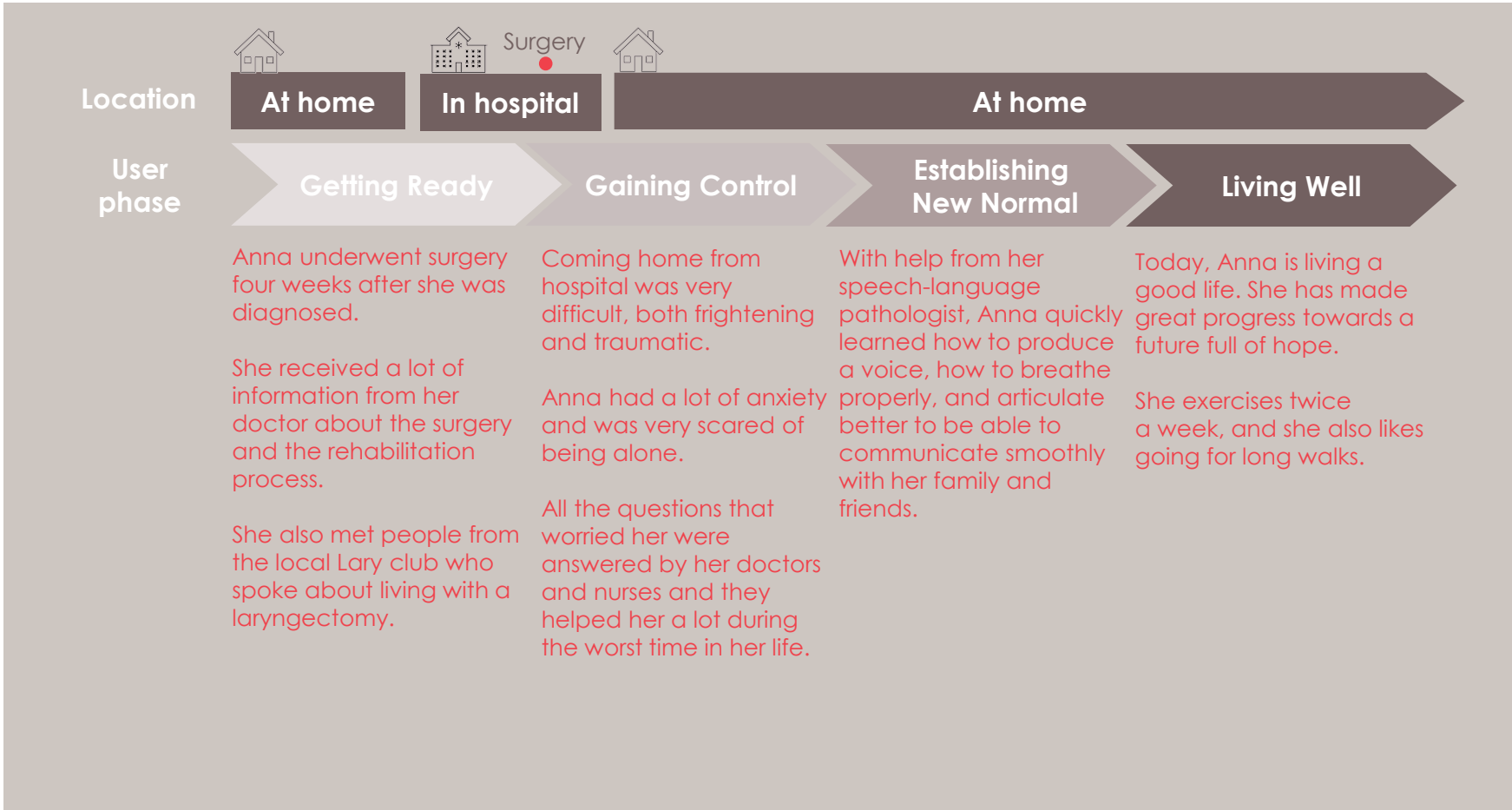
Our exclusive distributors
are covering more than
75 countries

We are directly present
in **29 countries**

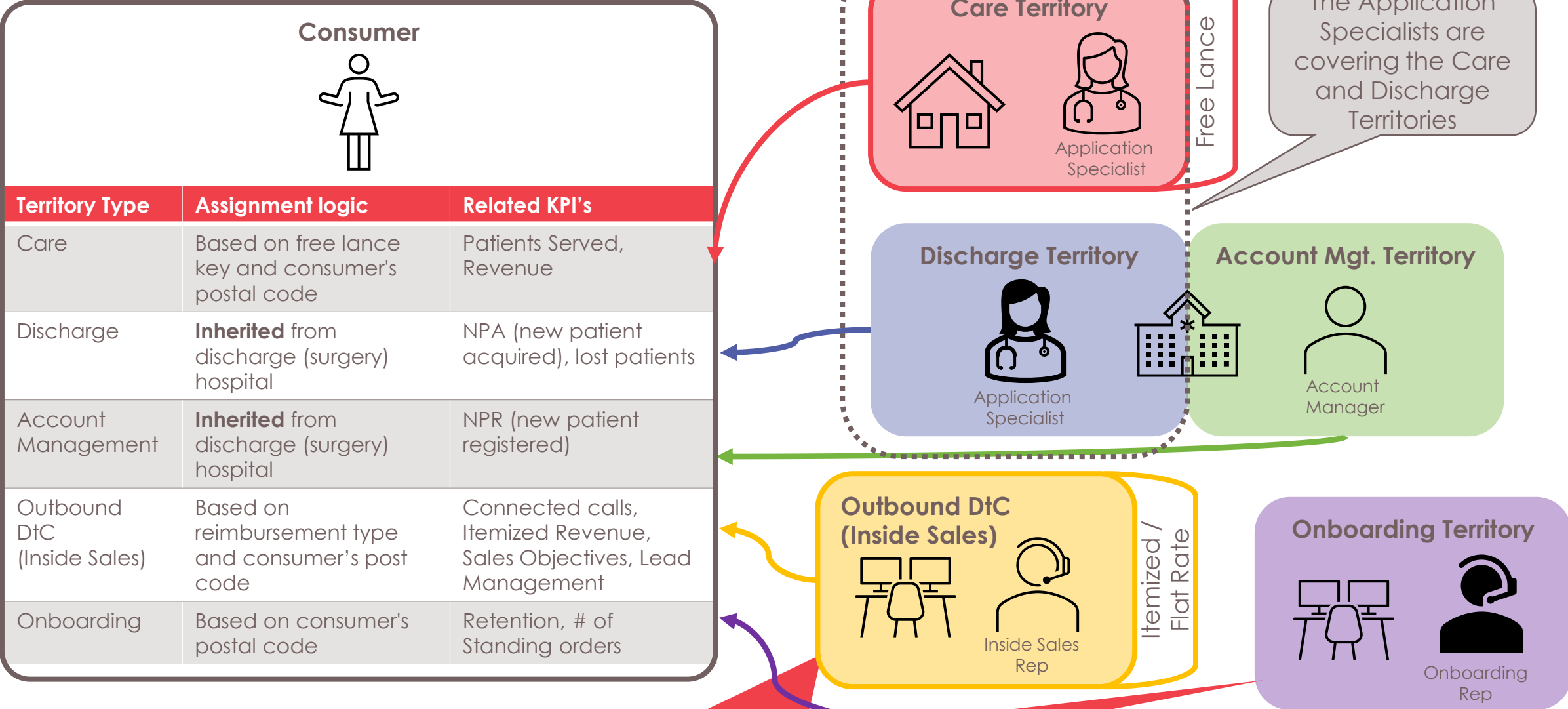


Our users: Understanding the need for better care

Anna's journey through total laryngectomy, like that of most laryngectomees, took twists and turns as she moved through the four phases before and after the surgery.

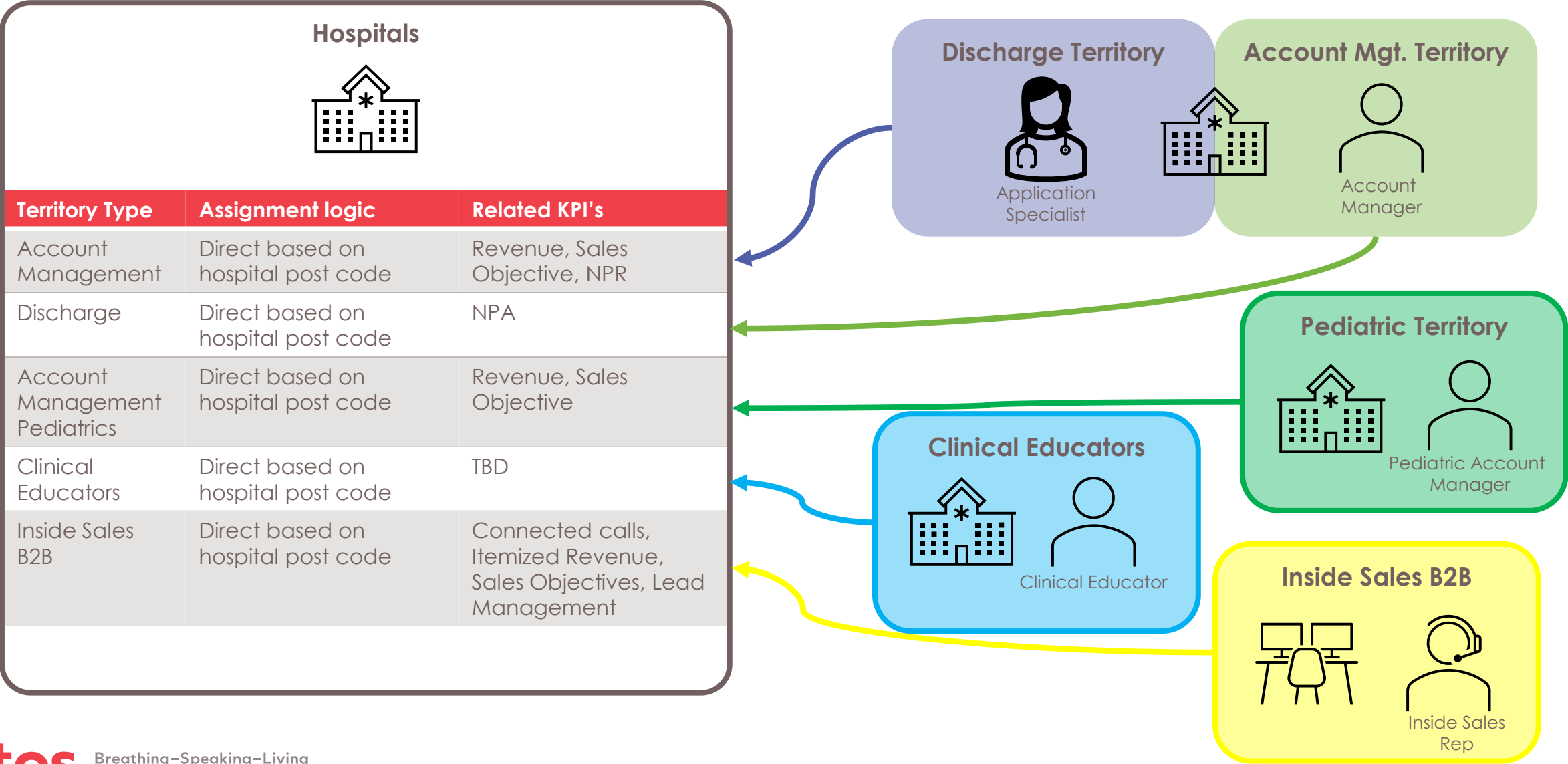


The consumer at Atos are being cared for by multiple specialists in the field as well as on the phone



Atos Insight Sales covers out-bound as well as in-bound

The same is true for hospitals as well



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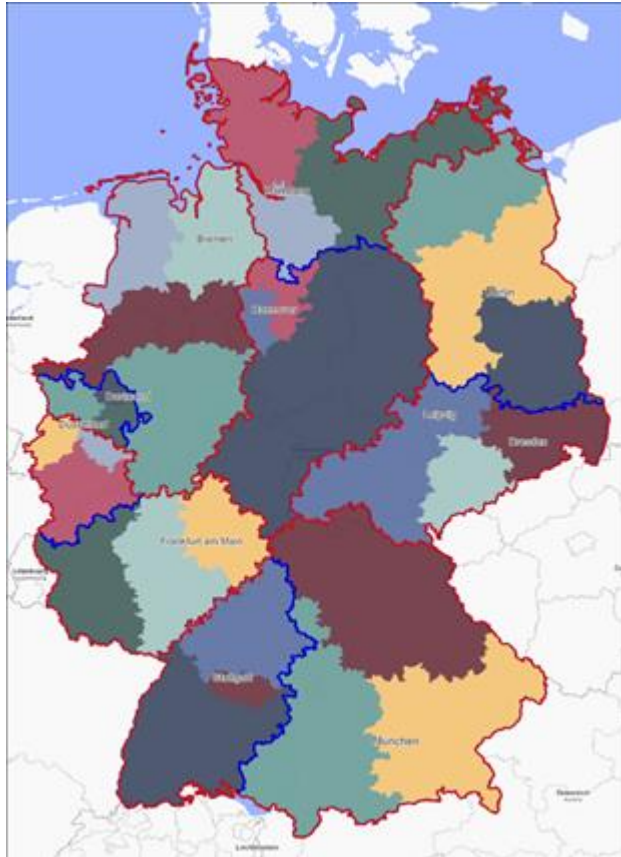
Use cases for RegioGraph at Atos Medical

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2015: Getting to know the power of RegioGraph – The First Steps

RegioGraph can be very helpful communicating change



Übersicht Versorgungsgebiet 30
Stand: 2015-04



Übersicht Versorgungsgebiet 18
Stand: 2015-04



Übersicht Versorgungsgebiet 06
Stand: 2015-04



Übersicht Versorgungsgebiet 28
Stand: 2015-04



The Task

- Complete overhaul of the field sales team
- Clearly defined roles and responsibilities
- Uniform reporting lines
- Rapid implementation -> rapid acceptance of the new set-up

The Solution

- Use of RegioGraph filled with internal data to create transparency and relatability on how the territories were drawn
- Use of RegioGraph to communicate the new structure

RegioGraph: A companion to support growth and continuous change

2015



Launch of new field sales structure

- 31 Application specialist
- 10 Account Manager
- 5 Regions

2018



Heimomed Integration

- 36 Application specialist
- 10 Account Manager
- 5 Regions

2019



Introduction of a 6th Region

- 47 Application specialist
- 8 Account Manager
- 6 Regions

2023

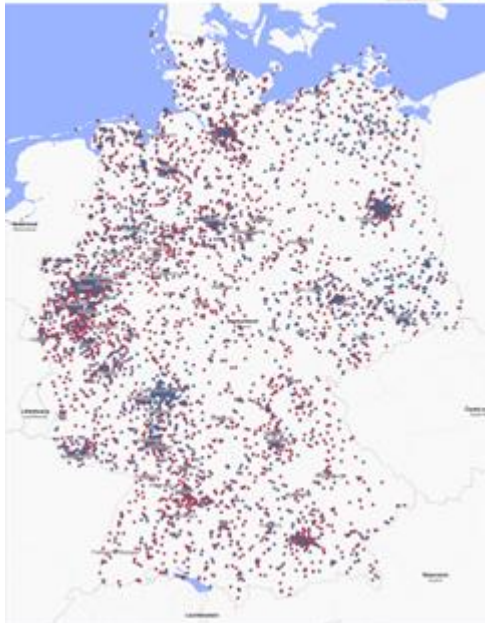


Tracoe Integration

- 39 Application specialist
- 4 ASP-Regions
- 23 Account Manager
- 3 ACM-Regions

RegioGraph today: Today's territory creation process is shaped by the experiences and roads taken of the last eight years

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2023/24



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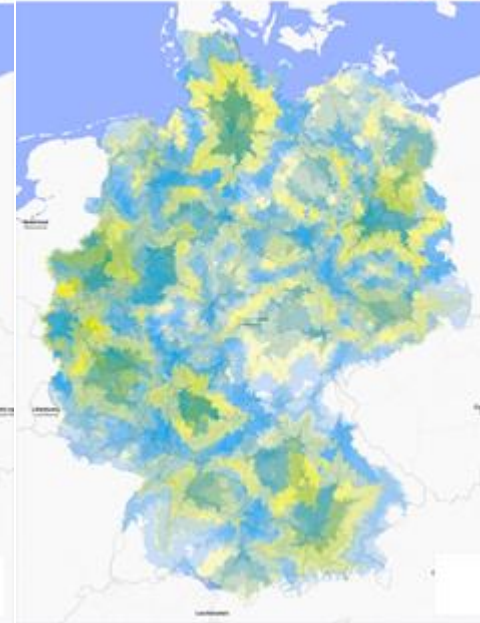
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Upload of internal data

- Consumer (Type, Revenue)
- Sales Reps
- Hospitals (Segment, Revenue, Volumes of key products)

Where is need for action?

- Data load into post code layer
- Upload of current territories on post code level
- Heat-Maps

Use of Highway and Urban Area Layer

The highway and urban area layer is used for the fine tuning of the territory borders

Use of Drive Time Layer

Individual drive time layer are used for sanity checks or to preempt communication challenges

Creation of Maps

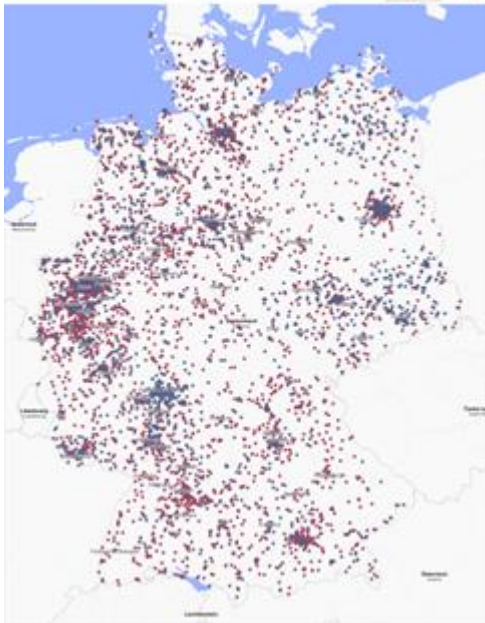
The finalized maps are printed in A1 and distributed to all the offices. The post code layer is uploaded into Salesforce.

RegioGraph Today: There are now different processes of drawing territories depending on the type of coverage (areas or dots) that is needed

Areas

Atos DE Vertriebsgebiete
2023/24

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~ 12.900 Consumer

Areas

- A large number of reference points
- Constant change of the reference points, new ones show up, existing ones become irrelevant
- Reference points may appear anywhere
- Post code exclaves and enclaves need to be considered
- Highways make good boundaries; they can be used to access both territories

Dots

Atos DE Account Management
2023/24

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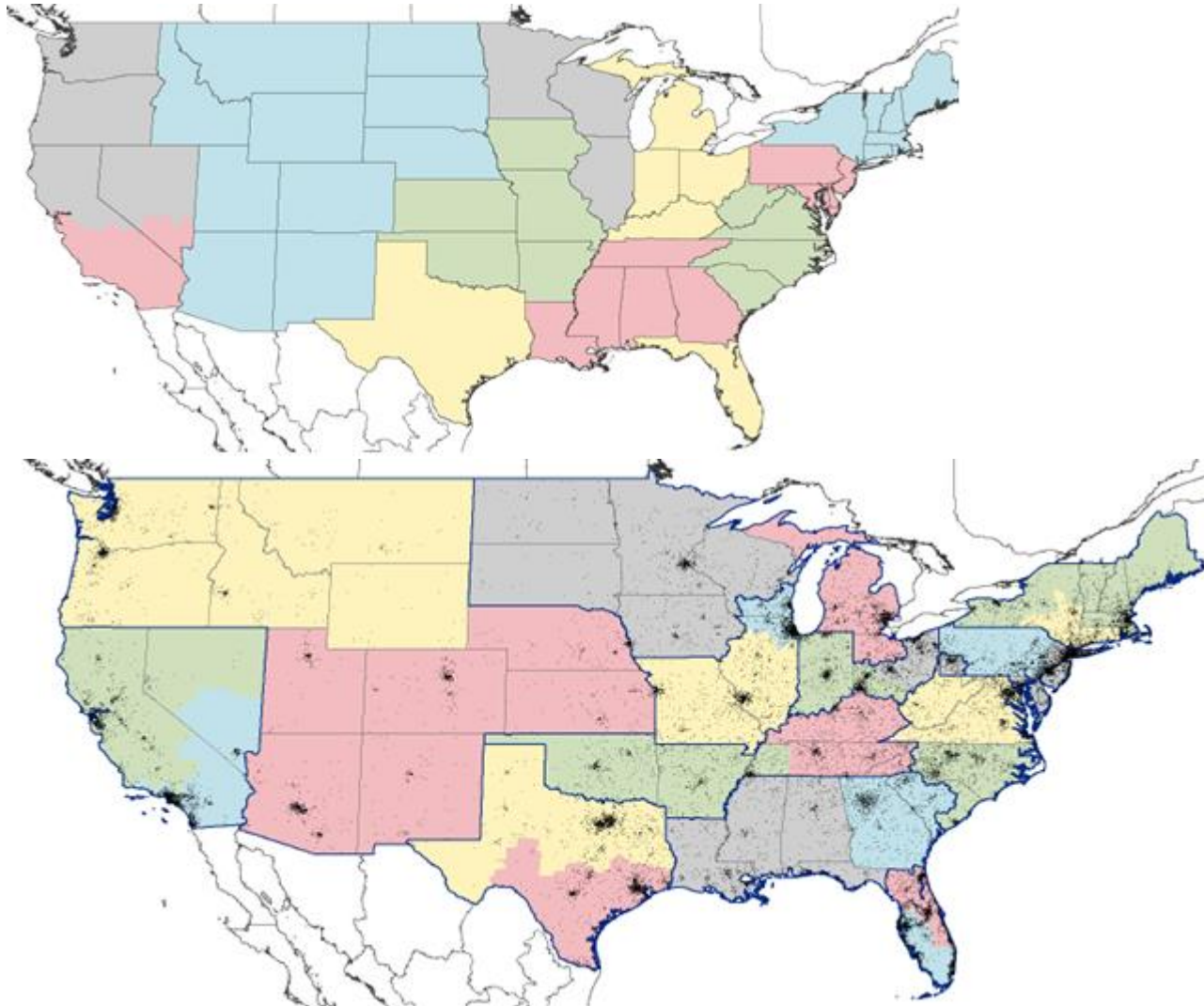


170 relevant Hospitals

Dots

- A small number of reference points
- Little change in reference points
- Reference points tend to be in urban areas / metropolitan areas
- The areas between the dots are irrelevant
- Holiday replacement / sickness cover needs to be considered

Use Case USA: Moving from 12 to 24 sales reps within a year



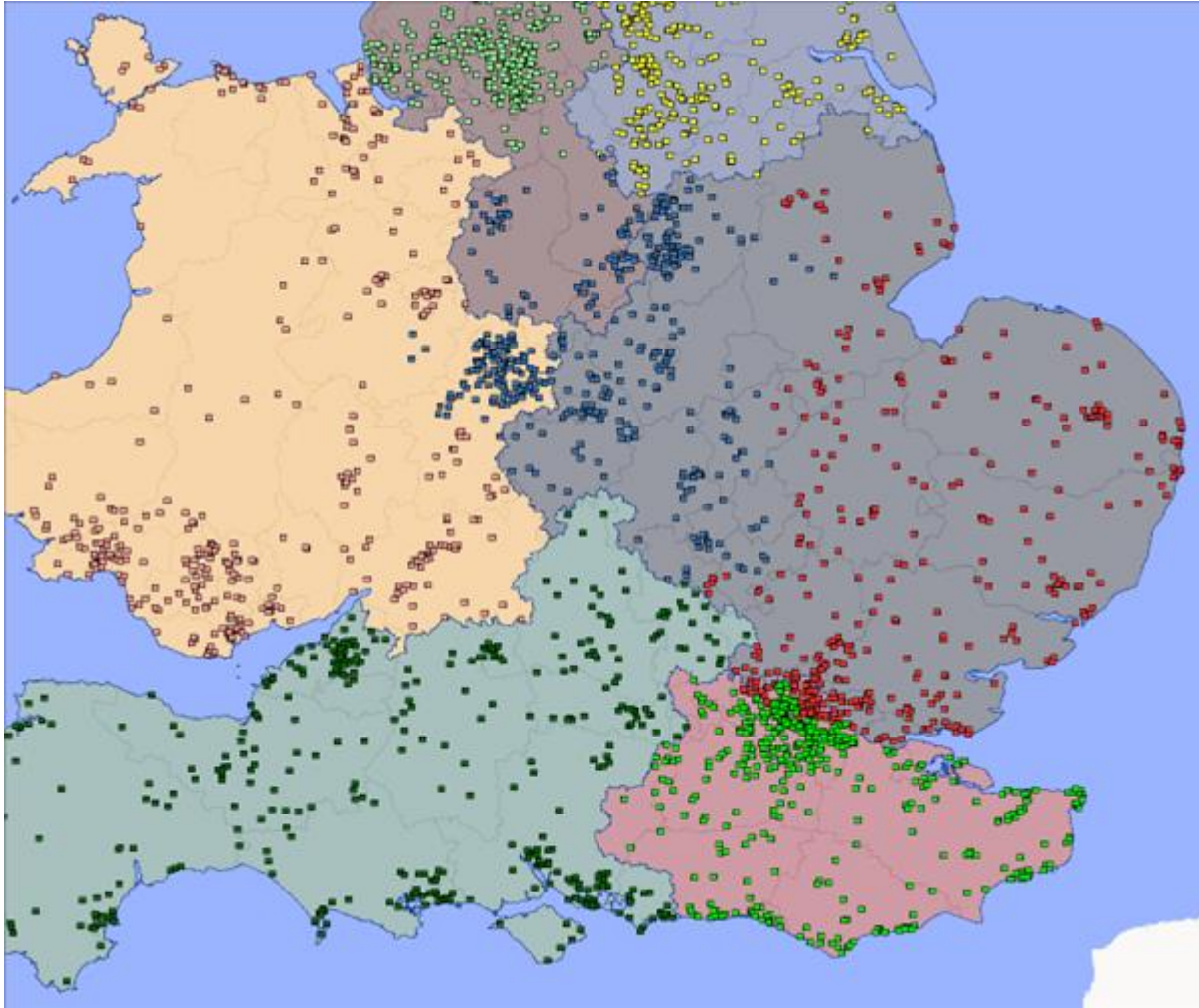
The Task

- Implementation of a new sales structure
 - 12 new territories
 - Introduction of new management layer (Regional Manager)
- Staggered transition (not all the new hires will start at the same time)
- Too many and constant changes of the touch points for the customers are to be avoided.
- Where are the new hires needed?

The Solution

- Use of internal data to visualize the patient population
- Post code-based territories
- Creation of 12 double territories with predetermined breaking points

Use Case UK: Reduction of sales territories and redistribution of consumers to adjacent territories



The Task

- Reduction of sales territories and redistribution of consumers to adjacent territories
- Fair distribution of workload
- Changes in customer touch points to be kept to a minimum

The Solution

- Color coding of the consumers based on the current territory
- Identification of clusters

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Back Up

A series of white, wavy, horizontal lines that flow across the lower half of the slide, creating a sense of movement and rhythm.

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As part of transitioning more and more towards direct market interaction Atos realized it takes multiple stakeholders to cover all the needs of its customers and consumers, this in turn created the need to develop a system that can manage multiple territories per account efficiently.

When the territory management was set-up in Atos Salesforce was based on the following requirements:

Global

- Common structure that enables the global roll-out of KPIs, reports, analysis and dashboards across all platforms (Salesforce, data model, PowerBI)
- Provides to basis for a global drill-down from top-to-bottom

Automated

- All necessary territories should be assigned to an account automatically right at creation
- The territories should be recalculated in case of status changes

Easy to maintain

- Atos has been PE owned for a long time, so any solution had to be done with the least FTE requirements possible
- The solution had to be adaptive with as little development need as possible

Flexible

- Change is the only constant, especially in growth cases
- A scalable set-up was needed to cover the new markets as well as the mature markets and each market on its own journey