Brandscape Dashboards User Manual

Version 3.1

June 2015

Contents

1. Homepage & Navigation

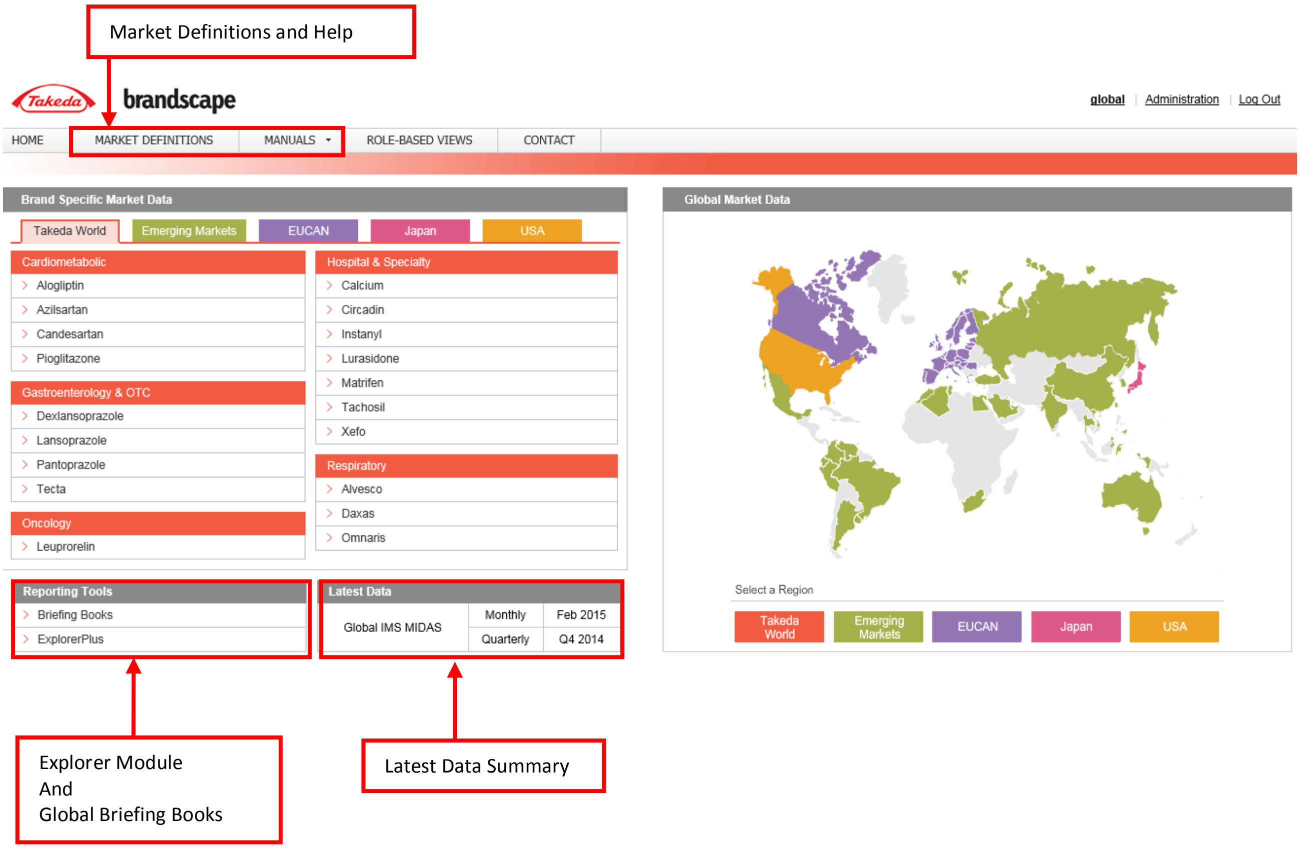
The homepage serves as a starting point for entry into the various areas of the system. Brand dashboards can be accessed for either Takeda World or an individual region. On selecting a region in the brand menu, the colour of the groups change to indicate the region selected.

To view the available data not limited by brand, the interactive Takeda Map can be used to limit the data by region, country or viewed globally by selecting Takeda World.

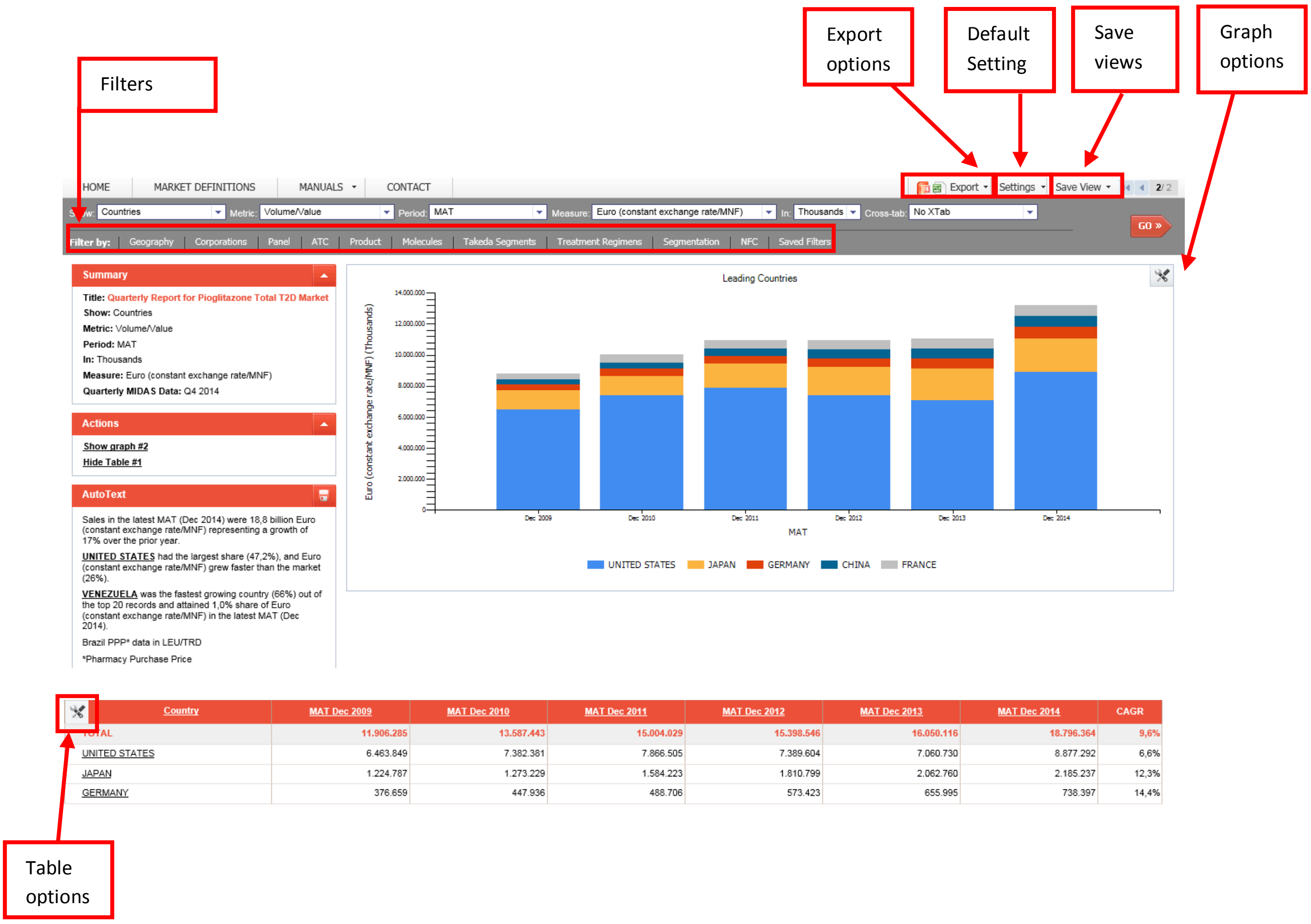
For each brand & geography, there are various dashboards that can be accessed; these are further described in this document. Brand and geography specific Briefing Books are also available.

The Briefing Books link allows a user to view all global Briefing Books

The Latest Data summary box shows the most up to date data sources available.



2. Basic Dashboard Functionality

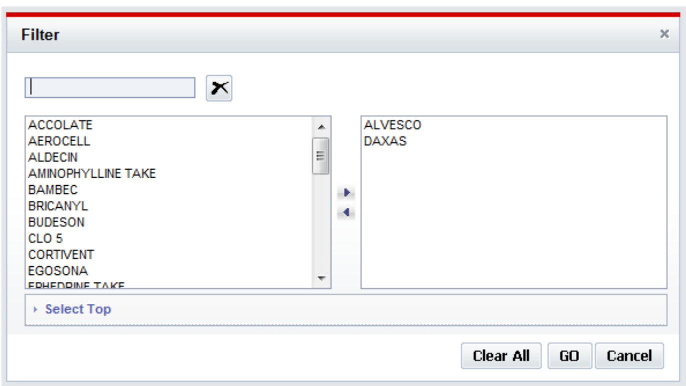


2.1. Filters

2.1.1. Filter Selection Box

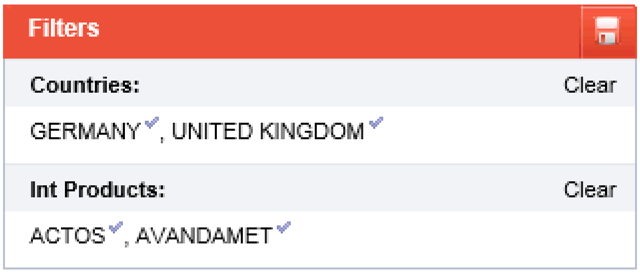
Filters can be used by selecting one of the ‘Filter by:’ options. This will bring up a selection box. Filters can be searched using the search box. Items that are to be filtered are put into the right hand box by either double clicking or clicking the add button.

Once required filters are selected, the query can be run by pressing the go button. If the user requires to make further selections before running the query, the save button will store selected filters and allows users to make further selections.



2.1.2. Filter Summary Box

Once filters are applied, they are displayed in the filter summary box. Here individual filters can be removed by clicking the tick marks, and whole filter types can be selected by clicking the clear button.



Filters can also be saved by clicking the save icon in the top right of the box. Saved filters will appear under the Saved Filters option in the filter by: toolbar.

2.2. Show Options

The show options determine which rows are returned in the results set. These are commonly taken from the data source. There are some custom show options:

Regions – groupings of countries as defined in the market definitions

Takeda Countries / Regions – Countries & Regions where Takeda has sales

Product Groups – Groupings of Products as defined in the market definitions

Takeda Segments – sub-markets as defined in the market definitions

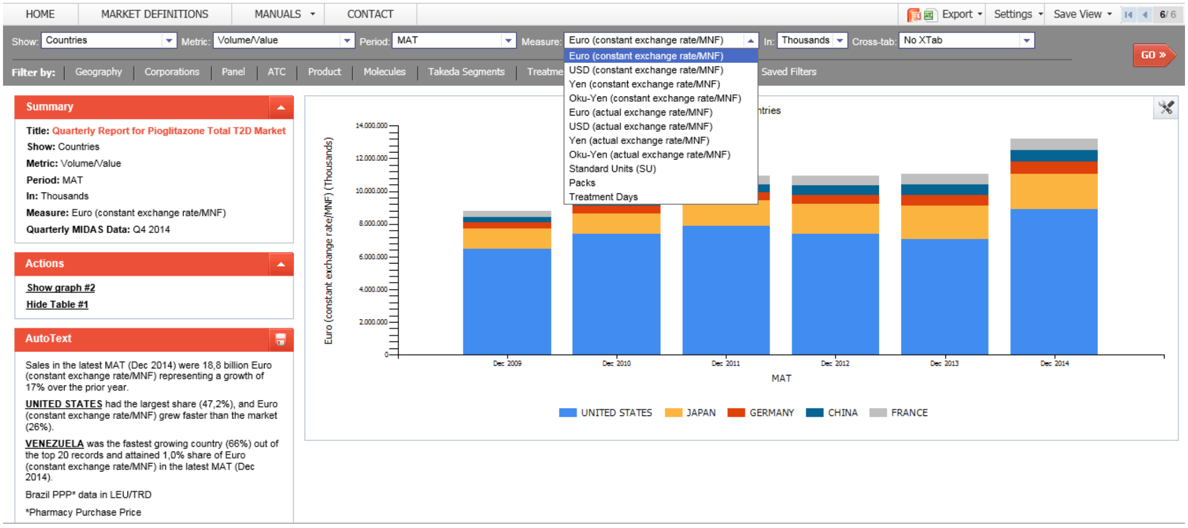
GP/Specialist – GP & Specialist markets as defined by ATC

2.3. Time Periods

The data can be viewed for various time periods, which are built up from the shortest available time period.

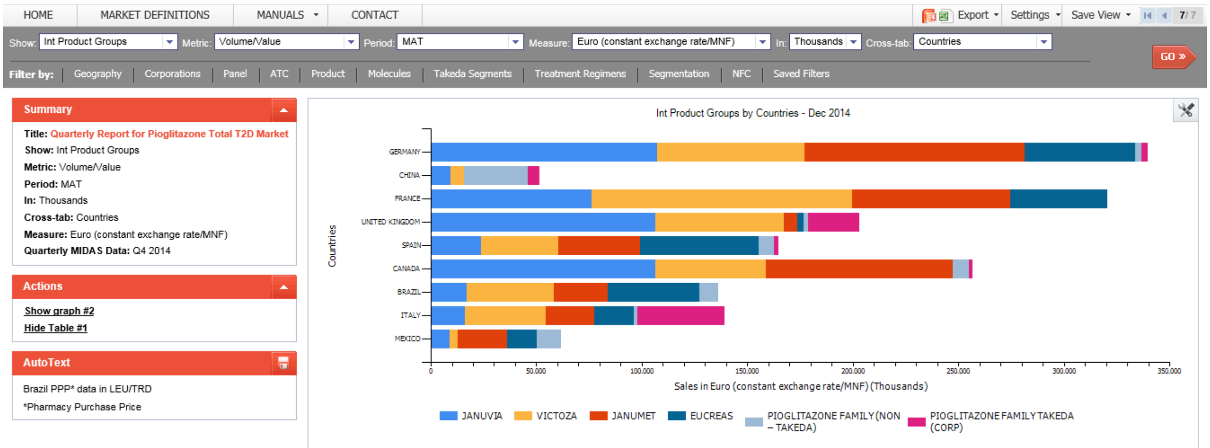
2.4. Measures

Various measures can be selected from this menu. These are taken from the data source.



2.5. Cross tabs

Cross tabulations are available by most data elements. Cross tabs create a column for each value over another dimension or variable i.e. if displaying show: product groups with XTab: countries the grid will display a column for each product group with a row for each country.



Cross tabs give the user a perspective of how two variables inter-relate. It is useful for comparative views as in the above example, where shares across countries can be easily seen.

2.6. Metrics / Calculations

2.6.1. % Growth

% Growth vs Prior Period is calculated using the following formula:

((CURRENT PERIOD SALES / PREVIOUS PERIOD SALES))-1*100

The cells are coloured to aid data interpretation. For % growth falling outside a percentage swing of 10% +/- is coloured, green for positive % growth above 10% and red for - % growth below -10%.

2.6.2. Evolution Index

Evolution Index vs prior period is calculated using the following formula:

(((CURRENT PERIOD (PRODUCT X) SALES / PREVIOUS (PRODUCT X) PERIOD SALES))-1*100)+100)/(((CURRENT PERIOD (TOTAL MARKET) SALES / PREVIOUS (TOTAL MARKET) PERIOD SALES))-1*100)+100) * 100

For example it may be useful to find out whether the % growth of an item (product) is mirrored in the market as a whole or if it is gaining or falling. Essentially the total market % growth becomes the base point from which the items that make up the market are compared with. An EI of 100 interprets as being the total market % growth. Therefore an item (product) with an EI of 110 is growing faster than the market by 10 index points indicating strong % growth whilst an item (product) with an EI of 90 is growing slower than the market indicating slow % growth.

The cells are coloured to aid data interpretation. For % growth falling outside a percentage swing of 10% +/- is coloured, green for positive % growth above 10% and red for - % growth below -10%.

2.6.3. Prior Period v Prior Year

The growth and EI metrics can be viewed either v prior period or prior year.

Prior year will compare against the same time period from the previous year; for example it will compare Q3 2010 with Q3 2009.

Prior period will compare against the previous time period; for example it will compare Q3 2010 with Q2 2010.

2.7. Setting Defaults

2.7.1. Number of Records to Get

This determines how many rows the query returns. This is set to improve performance of the system by limiting the amount of rows returned from the database. The total displayed is not affected, and the remaining rows are displayed as “others”.

The system cannot show more rows in graphs or grids than has been set here.

2.7.2. Other General Options

2.7.2.1. Number of Records in Excel Dump

Determines how many records are exported in the raw Excel output. Note that this is also limited by Number of Records to Get.

2.7.2.2. Display Auto Text

Toggles the auto text to show or be hidden by default.

2.7.2.3. *Display Summary*

Toggles the summary text box to show or be hidden by default.

2.7.2.4. *Always Show Key Products*

When showing product views, certain products can be always shown. This option turns this feature on or off.

2.7.3. Graph Options

The graph options are accessible by clicking the toolkit symbol in the top right of every graph.

2.7.3.1. *Showing Two Graphs in the Dashboard*

In Graph Options there is an option to show two graphs. Graphs can be hidden again by selecting the hide graph option after going into the graph menus.

2.7.3.2. *Number of Records on Graph*

Sets the default number of records to show on the graph

2.7.3.3. *Graphs in 3D*

Toggles the default of graphs to show in 2D or 3D.

2.7.3.4. *Show Legends*

Toggles to show/hide the graph legends by default.

2.7.4. Table Options

2.7.4.1. *Number of Records in Grid*

Sets the default number of records to show in the table. If key products exist these will also be shown in the table.

2.7.4.2. *Number of Columns in XTabs*

Sets the default number of columns to show when looking at cross tab graphs.

2.7.5. Default Selections

This allows users to configure which drop down options should appear for them as default.

2.8. Sharing Views with Colleagues

2.8.1. Send Current View as Link

Views found in the system can be stored as permanent links, which can be then sent to colleagues. When users click on the permanent links, they will be taken straight to that view, after having passed authentication.

2.9. Adding Views to Briefing Books

Views can be added to Briefing Books to create reports. On detail of how to create these see section 4.1 - Adding Views to Briefing Books.

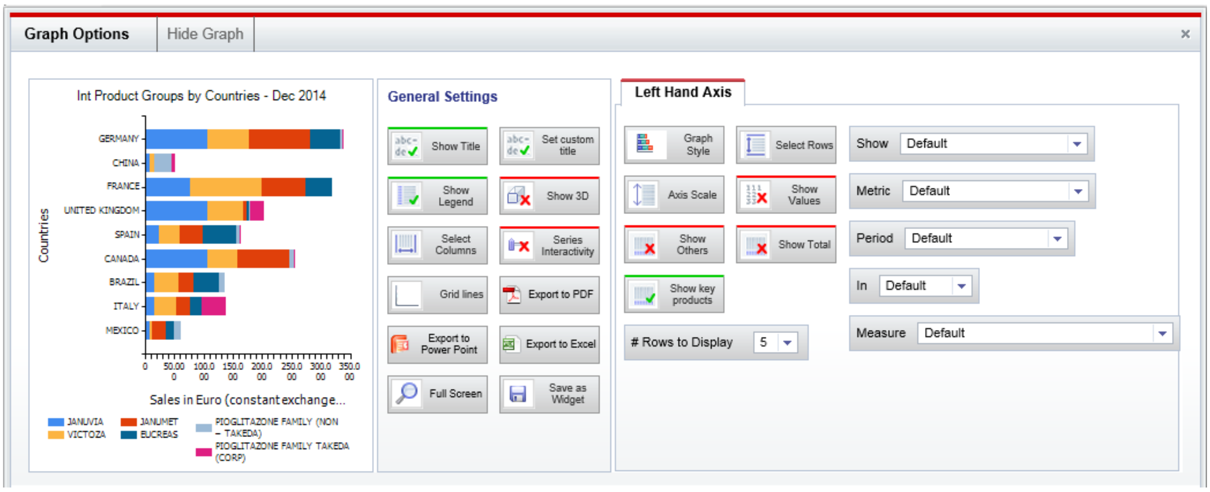
3. Advanced Dashboard Functionality

3.1. Graph Options

The graph options can be accessed by the tool symbol found in the top right of every graph. The menu is divided into options that are available for the whole graph, or can be set for the left hand axis or the right hand axis.

The graph options allow users to update the detail & format of what is displayed in each graph.

All options applied in the graph options are kept when views are saved, and are updated automatically when new data becomes available.



3.1.1. General Settings - Basic

Show Title – Allows users to toggle the graph title on or off

Show Legend – Allows users to toggle the graph legend on or off

Show 3D – Allows users to view the graph in 3D

Grid Lines – Allows users to hide or show vertical and/or horizontal grid lines

Full Screen – This enlarges the graph

Export to PowerPoint/Excel – This exports the graph to PowerPoint or Excel

3.1.2. Select Columns to show

This option allows users to narrow down the columns from the table that are shown in the graph. This applies to time periods being shown in regular views, and cross tab views.

3.1.3. Series Interactivity

Turning the series interactivity on allows users to click into the graph for additional options. This is turned off by default to improve system performance.

More detail on how options can be accessed by clicking into graphs, see section 3.2 - Changing Settings on Interactive Graphs.

3.1.4. Save as Widget

This allows users to save the graph as a widget, and to place it in different scorecards with various sizes. For more detail on widgets see section 6.

3.1.5. Turning on the right hand axis

By default the right hand axis is not used; if it is required, users need to click to show the right hand axis.

3.1.6. Axis settings – Basic

Graph Styles – This allows different graph types to be shown. Some graph types are not applicable to all views.

Show Others – Shows an others row for all items in the query not shown on the graph.

Rows to display – This sets the number of rows that should be shown in the graph

3.1.7. Axis Scale

By default, the axis scale will be set as a best fit by the graph engine; this option allows users to over-ride that and put in set limits for the graph options.

Please note that if this option is saved as a widget, briefing book or link that the set axis scale will not update with new data, even if the graphs go beyond the set axis levels.

3.1.8. Select Rows

This allows users to pick individual rows to display in the graph. By default the selection box is ordered the same as the data table, allowing users to select top x products easily.

Once selections are made, this is then re-organised to be alphabetical.

Note that this does not change the filters applied to the view displayed, hidden rows are still used when calculating shares

3.1.9. Show Values

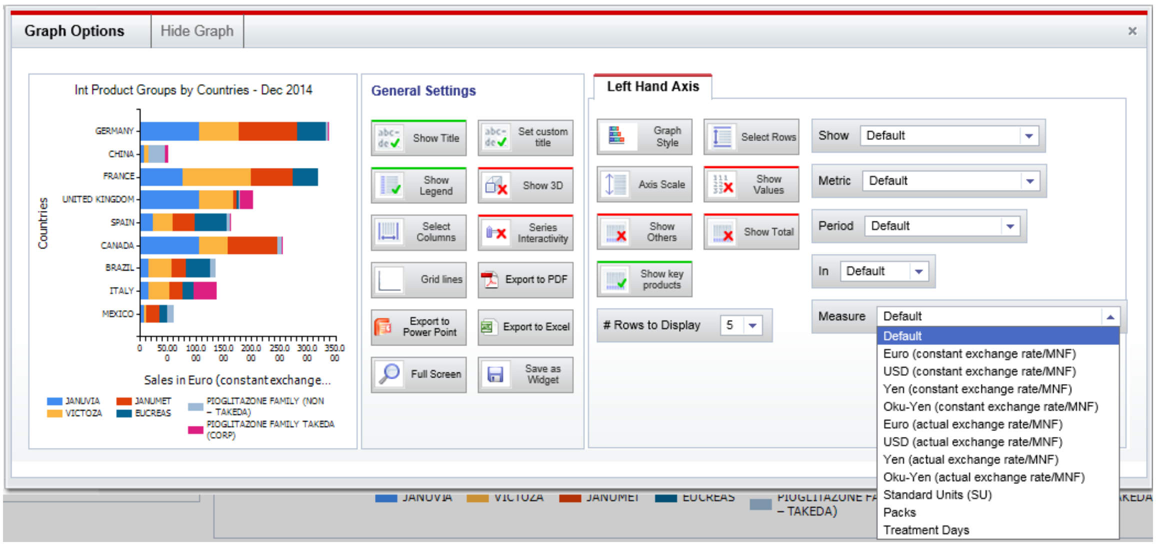
This option allows the addition of value labels to graph points. These can be applied to individual graph points, as well as whole columns or row.

Shown values can have their fonts edited to ensure that they are readable compared to underlying data. This can be set using the interactive graphs, see section 3.1.16.

Please note: there will be limitations in how many graph labels can be added to a graph while still remaining readable.

3.1.10. Changing Data Displayed on Each Graph

The data displayed on each graph and axis can be edited from the graph menu



By default all the rows showing on the left hand axis will also be shown on the right hand axis. The right hand axis can be set up to change the metrics being displayed, for example the left hand axis could show volume, and the right hand axis could be set up to show share.

Graphs can be changed to show different data altogether to the table using these options.

The right hand axis has the other same options as the left hand axis.

3.2. Changing Settings on Interactive Graphs

3.1.11. Using the legend

Clicking on items in the graph legend gives more graph options, which can be set for the whole series.

3.1.12. Using Graph Interactivity

This option requires graph interactivity to be enabled in the graph menu. It allows users to click onto a point on the graph to give more graph options which can be set for individual points.

3.1.13. Drill down

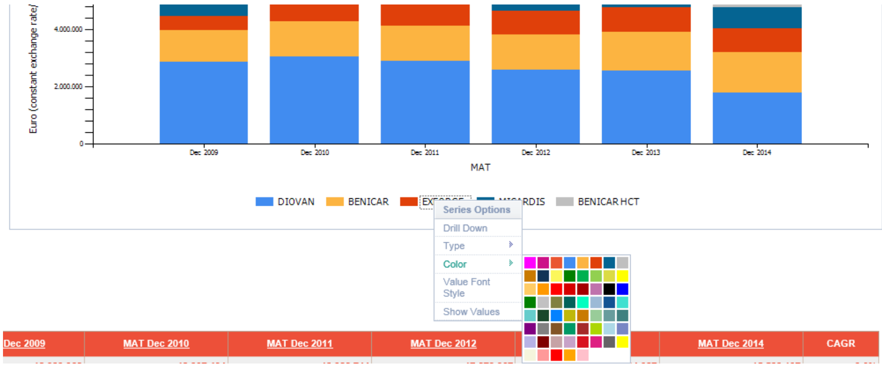
By clicking drill down, the system will filter by the series selected. If there is a drill down progression set up, the user will be taken to the show option as defined.

3.1.14. Type

The graph type can be changed for individual series or data points.

3.1.15. Colour & Marker Style

The colours and market style can be changed for each series or data point.

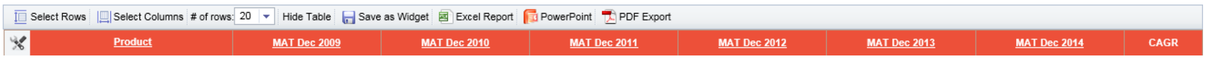


3.1.16. Labels

Data labels can be added for each series or individual data points. There is also an option to change the font of individual labels, to compensate for clashes with background data.

3.3. Table Options

The table options can be access via the icon in the top left of each table.



3.2.1. Select Rows to Show

This allows users to pick individual rows to display in the table. By default the selection box is ordered the same as the data table, allowing users to select top x products easily.

Once selections are made, this is then re-organised to be alphabetical.

Note that this does not change the filters applied to the view displayed, hidden rows are still used when calculating shares.

3.2.2. Select Columns to Show

This option allows users to narrow down the columns from the table that are shown in the graph. This applies to time periods being shown in regular views, and cross tab views.

3.2.3. Number of Records to Display

This sets the number of rows that should be shown in the table.

3.2.4. Save as Widget

This allows users to save the table as a widget, and to place it in different scorecards with various sizes. For more detail on widgets see section 7.3.1.

3.2.5. Export to Excel / PowerPoint

This exports the table to PowerPoint or Excel.

3.3. Exporting to PowerPoint & Excel

3.3.1. PowerPoint Output

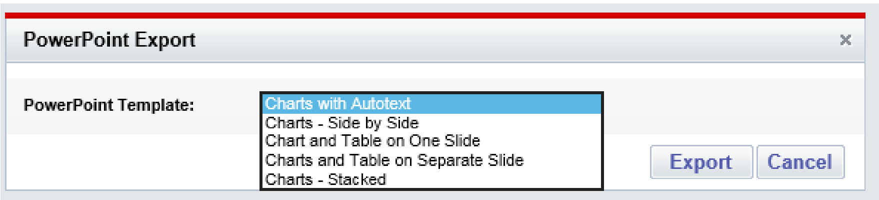
This Exports the view into PowerPoint. The output includes the graph, auto text, summary text, and filter box.

The output is a native PowerPoint file, allowing users to make changes to the output. Please note that the underlying data can be changed using PowerPoint 2007 only, and the series behind the graphs need to be updated, as the data is sourced from underlying web code.

3.3.2. Advanced PowerPoint Output

Advanced PowerPoint outputs allow users to select different output options for their PowerPoint decks.

Note that the advanced PowerPoint exports will require some trial and error due to the large amount of ways the data can be displayed in the system; for example a chart table makes no sense when showing 20 items in a graph.



3.3.2.1. Charts with Autotext

The template option allows users to put the all the textual elements underneath the graph.

3.3.2.2. Charts –Side by Side

If exporting 2 graphs per view, they will be displayed side by side.

3.3.2.3. Chart and Table on one Slide

Adds the chart and table onto one slide.

3.3.2.4. Charts and Table on separate Slide

Will place the chart and table on two separate slides.

3.3.2.5. Charts - Stacked

Will place the charts one above the other on one slide.

3.3.3. Excel Report

This Exports the view into Excel. The output includes the graph, table, auto text, summary text, and filter box.   The output is a native Excel file, allowing users to make changes to the output. To make changes to the data the series behind the graphs need to be updated, as the data is sourced from underlying web code.

3.3.4. Raw Excel Data

This provides a more raw form of the data and does not include the chart; to allow users to manipulate the data as required.

4. Briefing Books

Views created in the system can be grouped together into reports, called Briefing Books. All the views in a Briefing Book can be exported to PowerPoint and Excel to create a professional looking report.

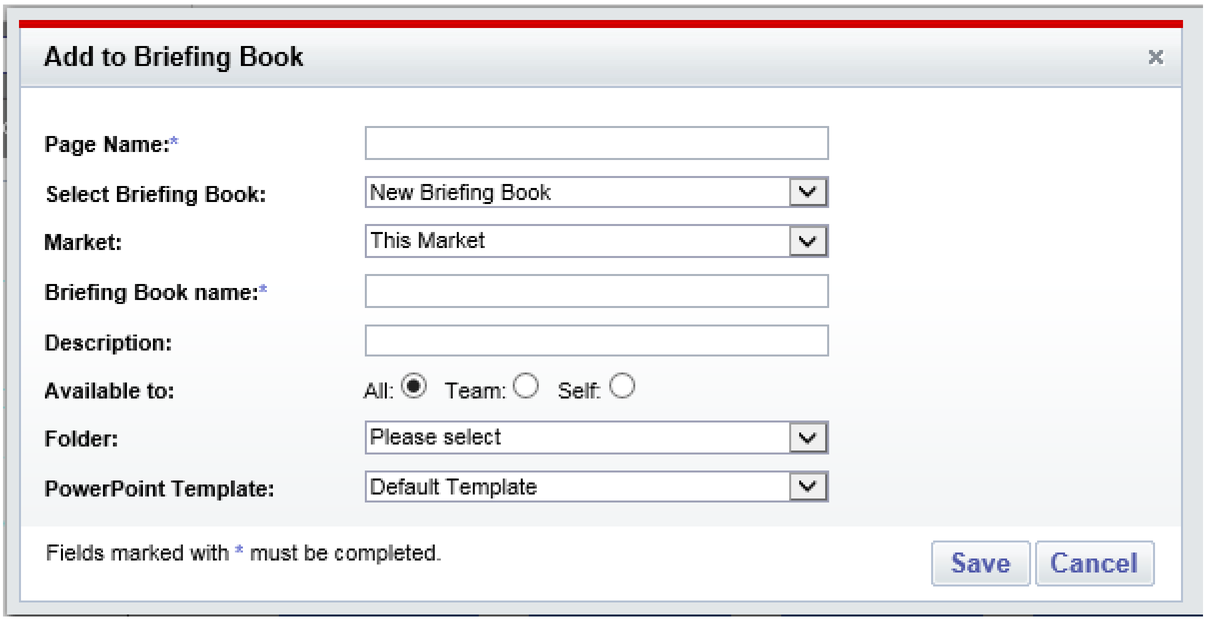
Individual views are added as a page to a Briefing Book from within the dashboards; see section 2.9 - Adding Views to Briefing Books.

Briefing Book pages are automatically updated with the most up to date data as they become available. This allows the automatic creation of reports each month from a pre-defined Briefing Book.

4.1. Adding Views to Briefing Books

Pages are added to Briefing Books from views selected within the dashboard. Once a view is created as required, under the save view button is the option to add to briefing book.

This brings up the following option:



4.1.1. Adding pages to new Briefing Books

A new page can be created as either part of an existing Briefing Book, or be added to a new Briefing Book. Briefing books can also be given descriptions to help identify them.

4.1.2. Selecting Market

Users can set where the briefing book will be available to view. Selecting This Market places the Briefing Book within the area through which the dashboard was accessed (usually a market or country), selecting ---- places the Briefing Book within the global Briefing Book list.

4.1.3. Setting Briefing Books Sharing

Every Briefing Book can be set to share with either all users (administrators only), specified teams, or the creator can only allow themselves to access the Briefing Book. Briefing Books can only be edited by the user who creates them.

Please note that administrators will still have full access to all Briefing Books if required.

4.1.4. Adding to Briefing Book Folders

Briefing Books can be assigned to folders for easier organisation. Please refer to section 4.2.2 - Briefing Book

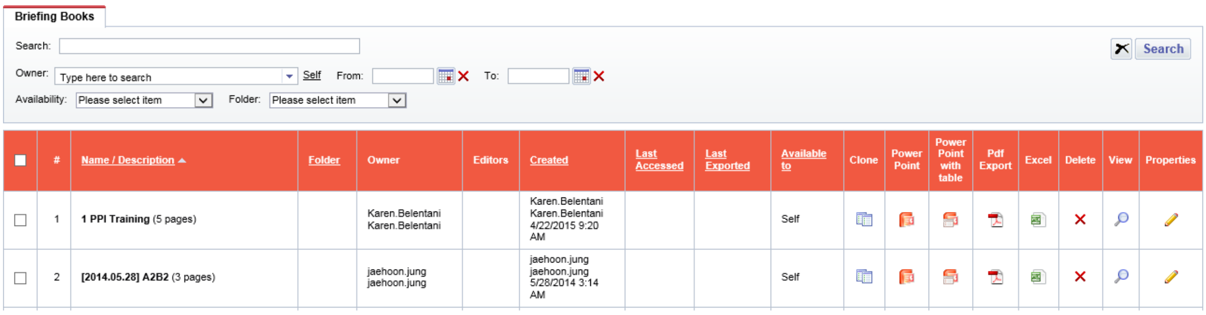
4.2. Managing & Viewing Briefing Books

4.2.1. Briefing Book Selection Screen

The briefing book menu shows the available briefing books. There is a filtering ability to easily filter for the required briefing book.

Here users can view the details of the briefing books, as well as selecting to clone, edit or delete a briefing book.

Users can also download the Briefing Books into PowerPoint, PDF or Excel with one click of the button.



	#	Name / Description	Folder	Owner	Editors	Created	Last Accessed	Last Exported	Available to	Clone	Power Point	Power Point with table	Pdf Export	Excel	Delete	View	Properties
	1	**1 PPI Training** (5 pages)		Karen.Belentani Karen.Belentani		Karen.Belentani Karen.Belentani 4/22/2015 9:20 AM			Self								
	2	**[2014.05.28] A2B2** (3 pages)		jaehoon.jung jaehoon.jung		jaehoon.jung jaehoon.jung 5/28/2014 3:14 AM			Self								

4.2.2. Briefing Book Folders

Briefing Book Folders can be created to more easily organise briefing books into categories. Folders can be added by Administrator users. Briefing Books can be assigned to Folders when they are being saved in the dashboard, or when editing briefing book details.

4.3. Using Briefing Books

4.3.1. Exporting to PowerPoint & Excel

Once inside a briefing book, various options are available. Users can export either single pages or the whole briefing book, in the same formats as described in section 3.3 Exporting to PowerPoint and Excel.

4.3.2. Sharing single pages with colleagues

Each page in a briefing book can be shared with colleagues as described in section 2.8 - Sharing Views with Colleagues.

4.4. Editing Briefing Books

Briefing Books can only be edited by the creator and by the administrator. The edit Briefing Book function can be called up the briefing book list or from the “I would like to” menu within the Briefing Book.

4.4.1. General Details

Here users can update the details such as Briefing Book name, description, group as well as whom the briefing book is shared with.

4.4.2. Editing Page Name and Order

Pages can be re-arranged using a drag and drop facility. Here page names can also be updated.

4.4.3. Who Can See My Briefing Book?

Under the Viewable by tab it is possible to see users who are able to view the Briefing Book.

4.5. Exporting Briefing Books to Excel / PowerPoint

All Briefing Books pages can be exported to PowerPoint and Excel by selecting “Export all Pages” button from within the briefing book.

Users can also select to export single pages.

The Briefing Book pages export in the same way as dashboard pages; for more detail see section 3.3 Exporting to PowerPoint and Excel.

5. Advanced Analytics: Launch Aligned, Growth Factors and Share of Market

5.1. Launch Aligned views

The launch aligned dashboards show a comparative view of product performance after launch. The launch month is taken as month 1 for each product. Only products are displayed where the launch date can be determined from the data set; if there is not enough history the product will not be displayed.

5.1.1. Launch Dates

The launch date is determined by the first time period in which sales are reported, unless a specific launch date has been supplied.

5.1.2. Show Options

There are three show options:

International Products – this shows all international products with available data.

Takeda Products – this only shows sales of products associated with Takeda

Local Products - this shows all local product names with available data

5.1.3. Showing Sales or Share

The launch aligned can be shown as sales figures for each product, or as Market Share based on the current market and the country indicated in each row.

5.1.4. Trend Lines

Trend lines can be added; these are straight lines calculated using linear regression, and are NOT forecasts.

Trend lines can also be extrapolated using the same calculation to give a clearer view of the trends.

Trend lines do not export to PowerPoint or Excel.

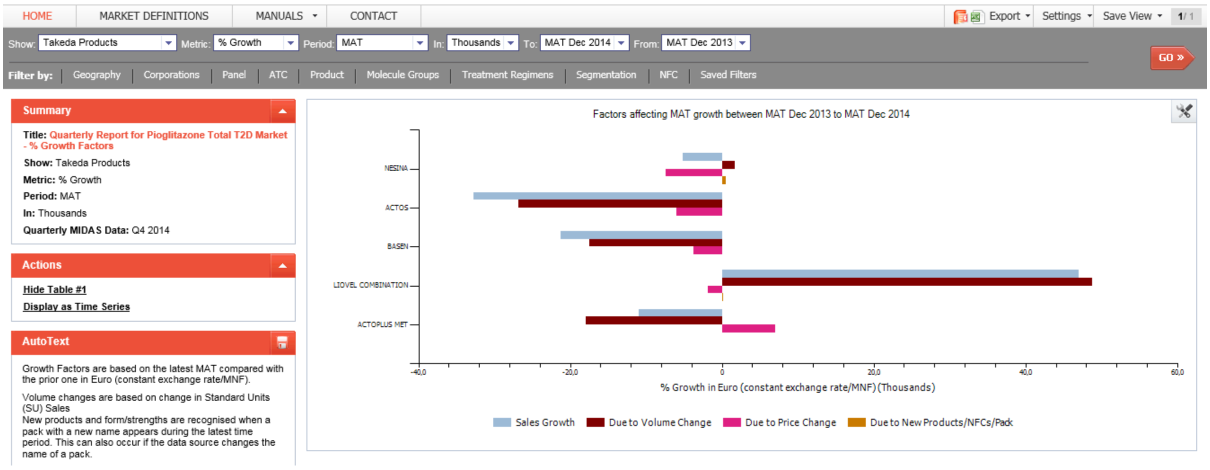
5.1.5. Other Options

The same In, Measure, Export and Save/Send features are available as in the standard dashboards. Filter options are also available to limit the data displayed; the filters do not affect the market share figures.

5.2. Growth Factors

The growth factors view shows the factors influencing growth and decline of sales; these can be volume change, price changes/exchange rate fluctuations or new packs being introduced.

The growth factors are compared by two time periods that are selectable by the user, and are shown in the columns in this view. The show option selected (i.e. product, country etc) will show in the rows.



5.2.1. Selecting Time Periods to Compare

Next to the 'For' option, two select boxes show options to select two time periods to compare. By default these are the latest two available time periods for the selection made.

5.2.2. Displaying Growth Factors Over Time

This option shows the growth factors across time; the growth factors shown in the rows, and the time periods shown in the columns. Filters can be used to narrow down the data displayed.

5.2.3. Other Options

The same Show, In, Measure, Export and Save/Send features are available as in the standard dashboards. Filter options are also available to limit the data displayed; the filters do not affect the market share figures.

5.3. Share of Market – Hierarchical View

5.3.1. Displaying Hierarchies Graphically

The graph can display the various hierarchies displayed in the table by using the links below the graph.

5.3.2. Other Options

The same Show, In, Measure, Export and Save/Send features are available as in the standard dashboards. Filter options are also available to limit the data displayed; the filters do not affect the market share figures.

6. Custom Scorecards

Custom Scorecards show graphs and tables created anywhere within the system. It allows the creation of pages that contain various markets, data types and view types.

Each graph or table in the custom scorecard is a widget. Widgets can be added into the system from within the dashboards, see section 3.1 - Graph Options. Widgets can also be organized using the layout constructor.

6.1. Navigation

The Custom Scorecards are navigated using tabs at the top of the page. Users can return to the homepage by clicking In-depth Analysis.

Every widget can be exported individually using the PowerPoint and Excel Icons. Each widget also has a summary box that on mouse-over gives more detail on what each graph is showing. Widget settings can be changed using the settings button.

Under tools is the layout constructor, which allows the widgets to be arranged on the page.

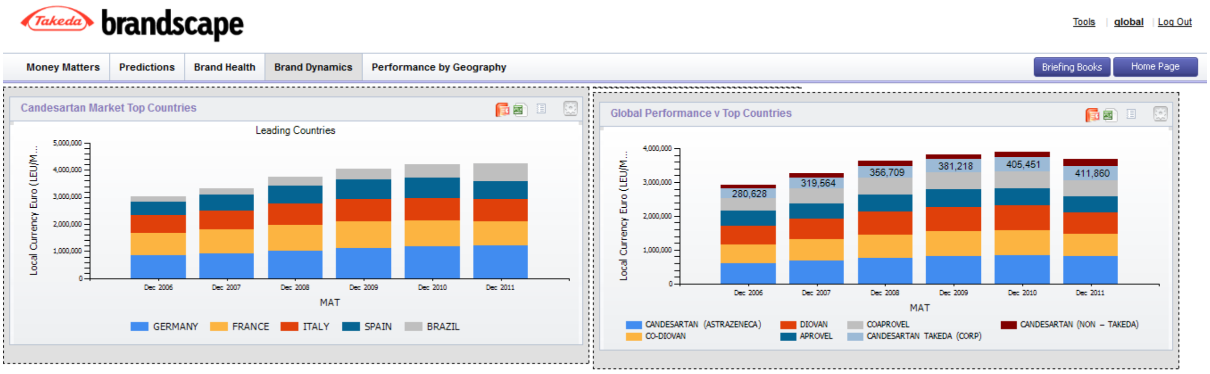
6.2. Using the layout constructor

Each page is built with 3 columns; widgets can be moved between these columns.

Widgets are limited to widths of x1, x2 and x3 to fit in with these columns, and take up as many columns accordingly.

The actual page is 4 columns wide, which allows for 2 widgets size 2 to be placed next to each other, as shown in the above example. In this case, the third column gets pushed below the two columns taking up the whole width of the page.

Once a page has been set up as required, the view needs to be saved again by going to tools and pressing “Layout Constructor: Save”

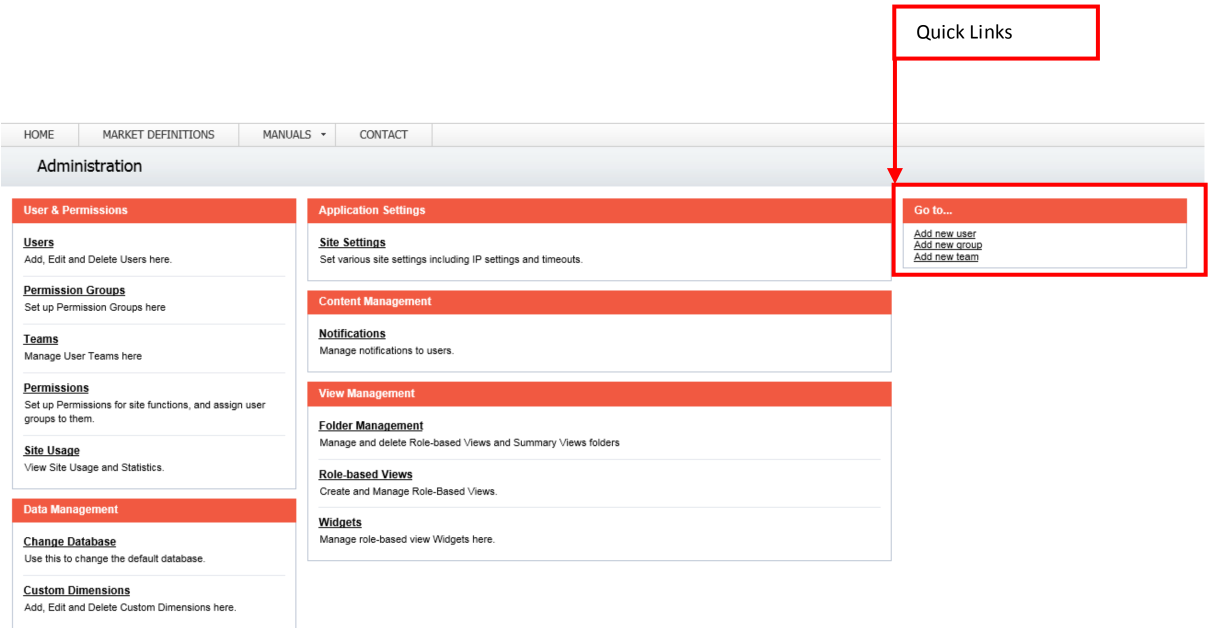


7. Administration

7.1. Navigation

The administration section is split into 5 main areas: Users & Permissions, Application Settings, Content Management, View Management and Data Management.

From the main page, there are quick links on the right to use common features.



7.2. Users & Permissions

7.2.1. Overview

The user and permission system allows the management of users. Users that are set up have to be assigned to a permission group; which categorizes users into the access they should have. For example Administrator or Normal User are examples of permission groups.

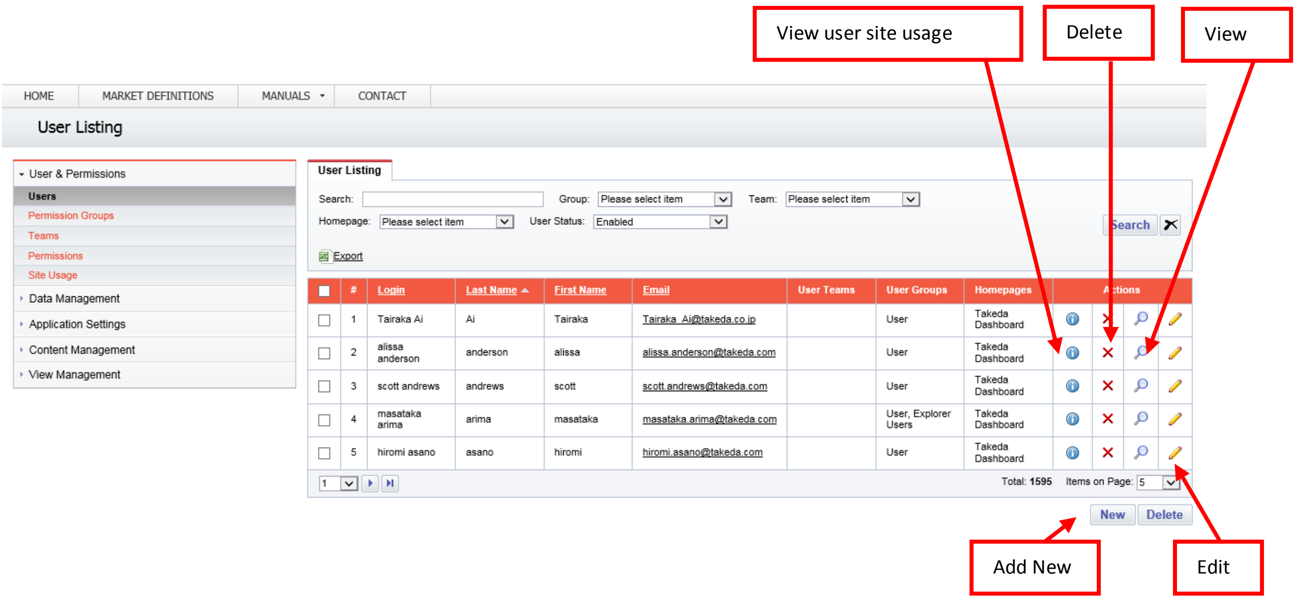
Each permission group can be assigned permissions. Permissions give access rights to different areas. For example briefing book access rights can be given at various levels to the permission groups Administrator or Normal User.

Users can also be categorized into teams. These are not required but help in the management of large volumes of users and allow users to share information within their functional teams.

The site usage module allows the tracking of usage within the site.

7.2.2. Users

The user table gives a summary of all the users in the system. It gives a quick view of key detail such as email address, teams, permissions group and what the current homepage is set as. It also gives the ability to email users, add & delete new users and to view and update user settings.



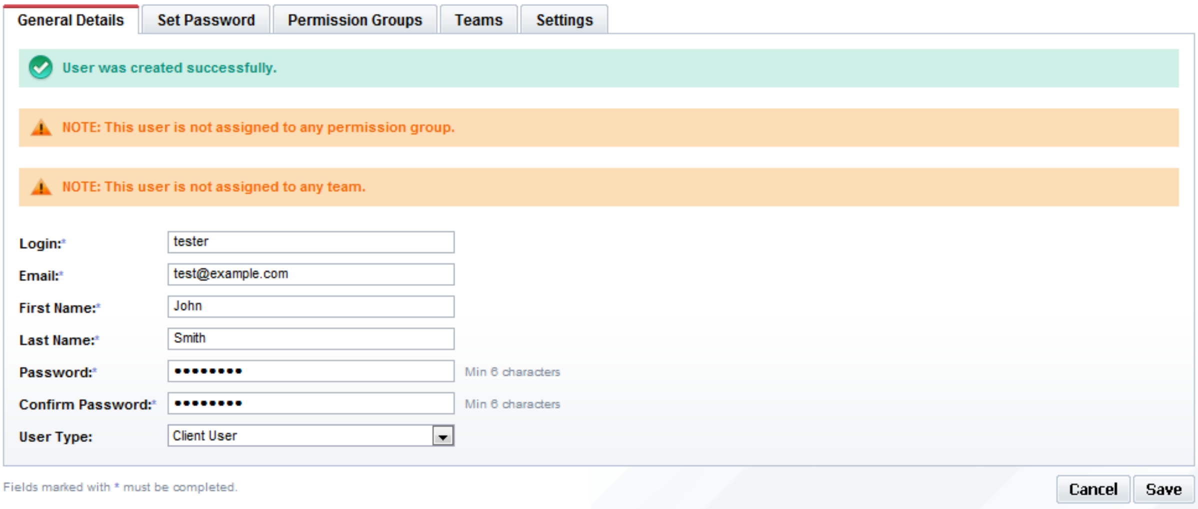
7.2.2.1. *Adding New Users*

Clicking the New User button leads to the User Entry screen. Once user details are entered and saved the Edit User Details screen will appear, to update further user settings.

A warning message will appear at this stage to say that no permission groups or teams have been set up. A permission group must be set up before a user can access the system.

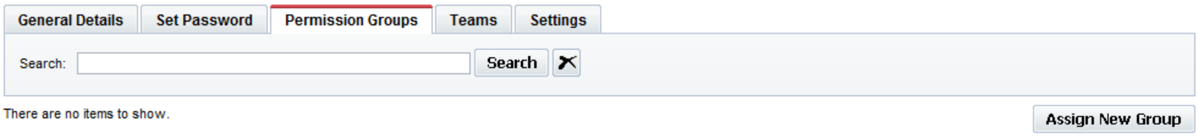
7.2.2.2. Editing User Details

The edit user details allows the editing of currently existing user details; including email addresses, passwords, permissions groups, teams & other settings.

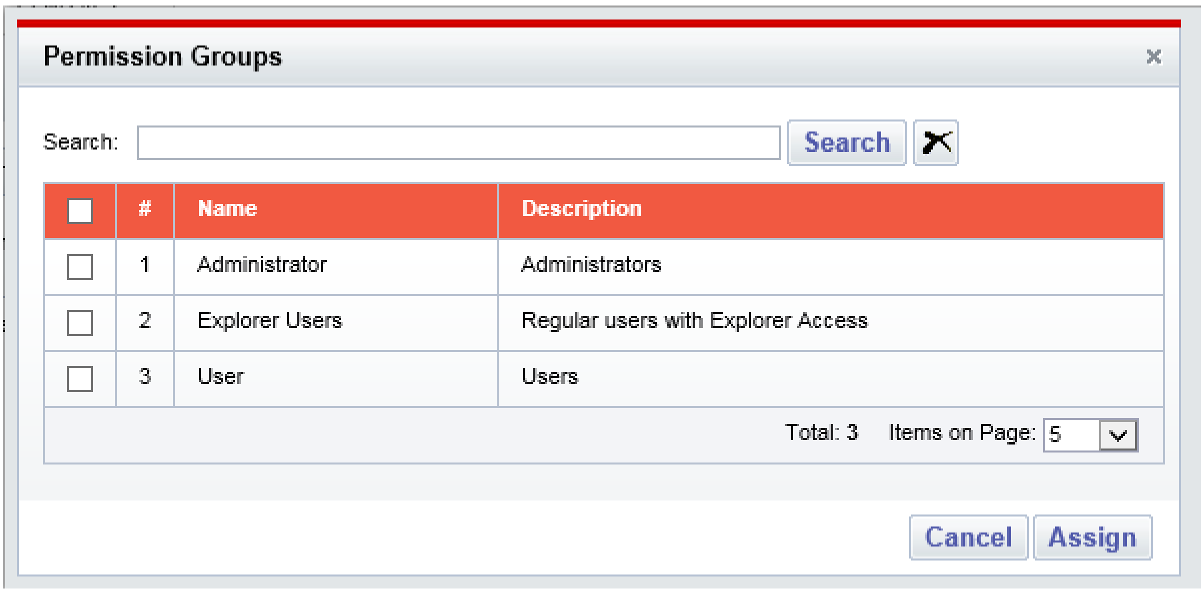


7.2.2.3. Assigning Users to Permissions Groups & Teams

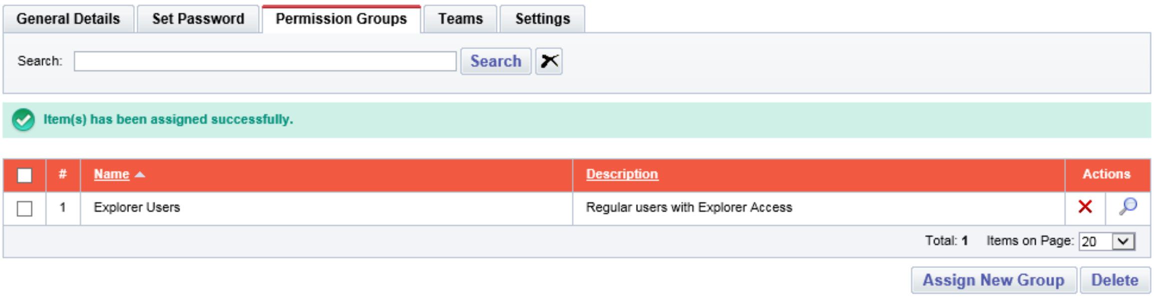
Move to the Permission Groups and Teams options to assign users. When a user is newly created, there are no assigned groups, so the list will be blank. Click on Assign New to add the user.



The following menu will appear. Select the groups/teams you want to assign and click assign.



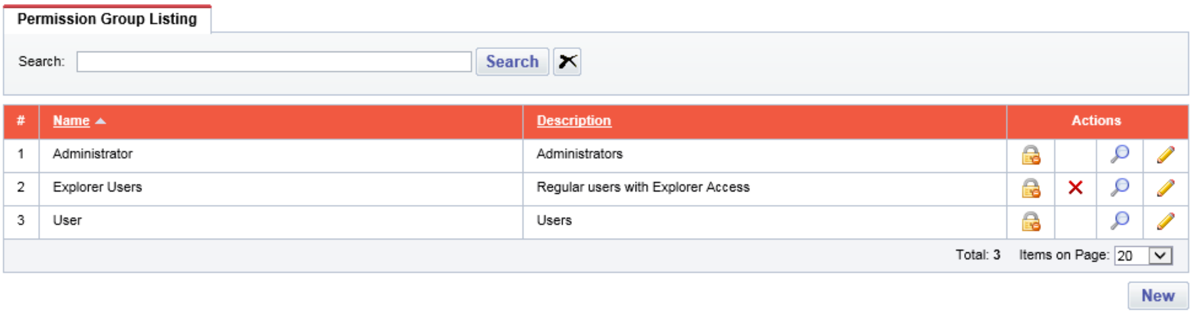
Confirmation of the assignment will appear, and the list will be populated with the Group(s) and Team(s) assigned to the user.



7.2.3. Permission Groups

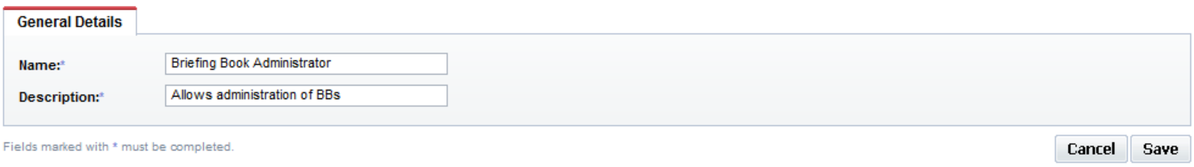
Permission groups are set up to allow permissions to be grouped into several key roles in the system. At a basic level most users can be categorised into Administrators and normal Users.

The permissions group table shows the currently existing permission groups; with the ability to email, add & delete, view the current permissions and to view & edit settings.



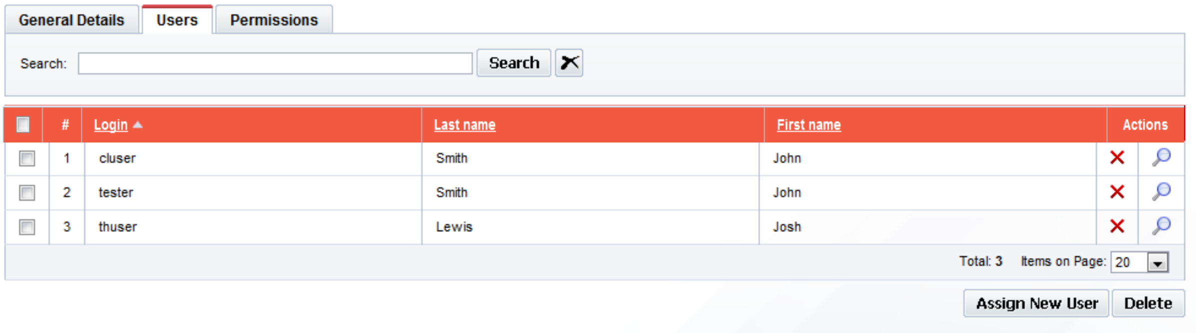
7.2.3.1. Adding New & Editing Existing Permission Groups

Clicking add new and edit permissions groups brings up the screen asking users to input the name and description of the permission group.



7.2.3.2. Assigning Users to Permission Groups

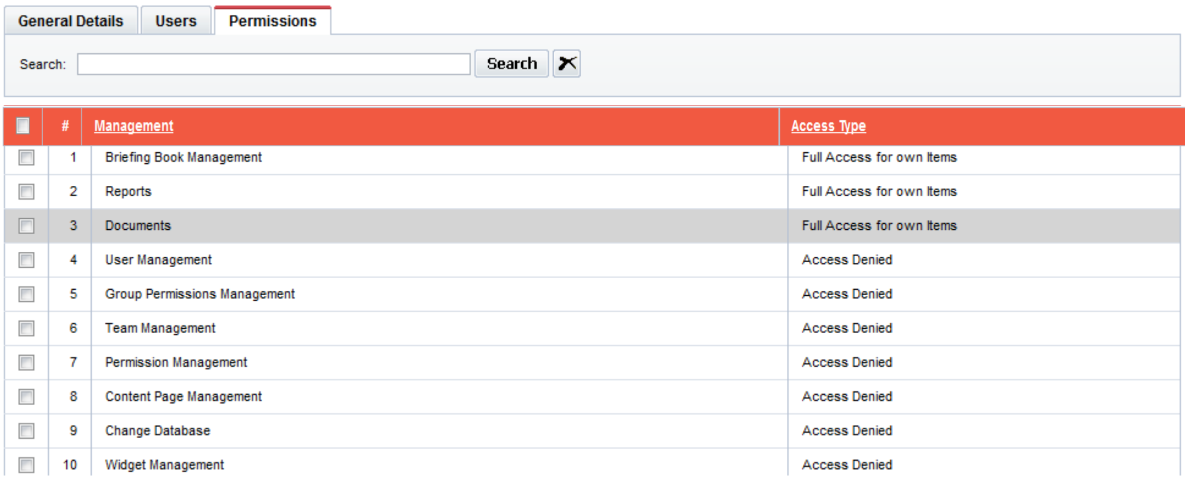
Users can be assigned to various permission groups via the users tab. When no users are assigned, the table will be empty. Click the Assign New User button to add users to a permission group.



	#	Login	Last name	First name	Actions
	1	cluser	Smith	John	
	2	tester	Smith	John	
	3	thuser	Lewis	Josh	

7.2.3.3. *Adding Permissions to Permission Groups*

New permissions for groups can be set up under the permissions tab. Every permission can be set up with different access levels to suit the needs of the permission group.

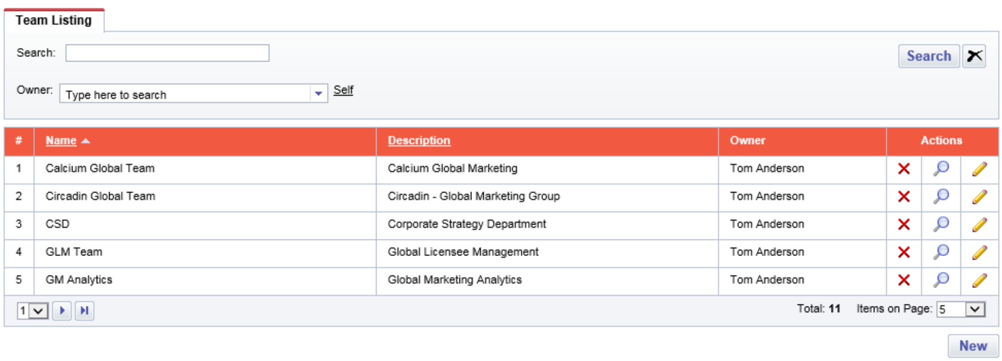


	#	Management	Access Type
	1	Briefing Book Management	Full Access for own Items
	2	Reports	Full Access for own Items
	3	Documents	Full Access for own Items
	4	User Management	Access Denied
	5	Group Permissions Management	Access Denied
	6	Team Management	Access Denied
	7	Permission Management	Access Denied
	8	Content Page Management	Access Denied
	9	Change Database	Access Denied
	10	Widget Management	Access Denied

7.2.4. Teams

Teams categorise users into sub-sets for easier management and information sharing. Users can share various items such as briefing books with their teams. It also allows administrators to easily change things such as settings for large amounts of users with similar interests.

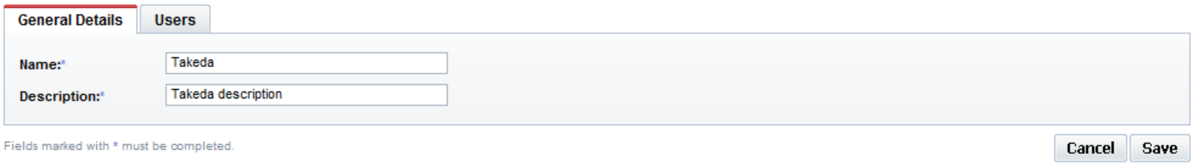
The teams table shows the currently existing teams; with the ability to add & delete and to view & edit settings.



#	Name	Description	Owner	Actions
1	Calcium Global Team	Calcium Global Marketing	Tom Anderson	
2	Circadin Global Team	Circadin - Global Marketing Group	Tom Anderson	
3	CSD	Corporate Strategy Department	Tom Anderson	
4	GLM Team	Global Licensee Management	Tom Anderson	
5	GM Analytics	Global Marketing Analytics	Tom Anderson	

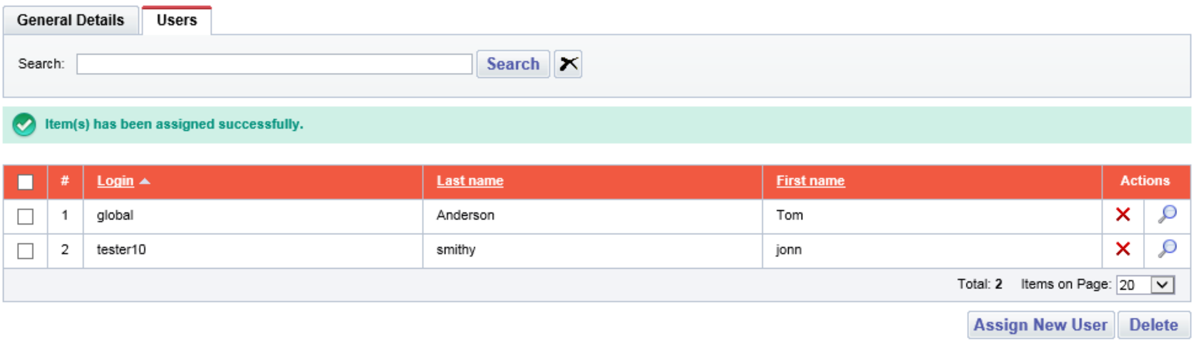
7.2.4.1. *Adding New & Editing Existing Teams*

Clicking add new and edit teams brings up the screen asking users to input the name and description of the teams.



7.2.4.2. *Adding Users to Teams*

Users can be assigned to various teams via the users tab. When no users are assigned, the table will be empty. Click the Assign New User button to add users to a team.



General Details | Users

Search: Search

Item(s) has been assigned successfully.

	#	Login	Last name	First name	Actions
	1	global	Anderson	Tom	
	2	tester10	smithy	jonn	

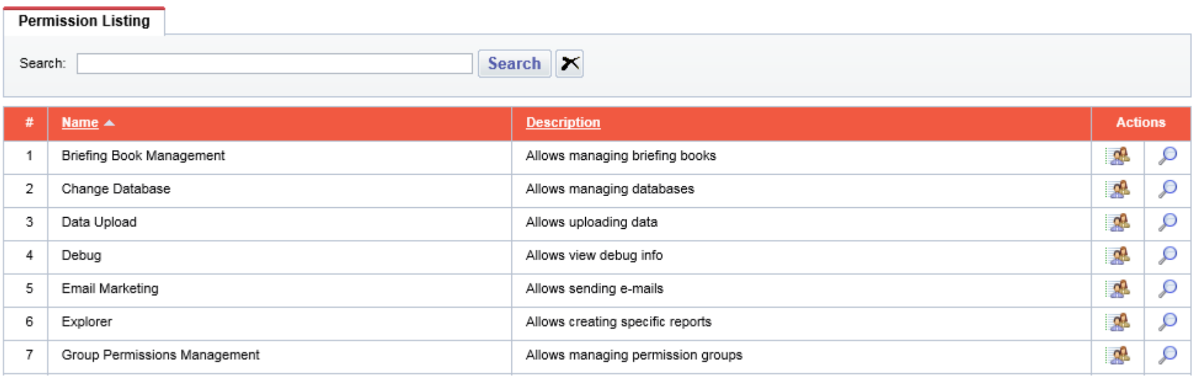
Total: 2 Items on Page: 20

Assign New User | Delete

7.2.5. Permissions

The permissions menu lists out all the permissions that can be set within the system. Each permission can be set to four different access levels: Full Access, Full Access for Own Items, Read Only Access or No Access.

The table gives the ability to view the level of permission set for each permission group, the IP addresses that have limited access and the ability to edit the settings.



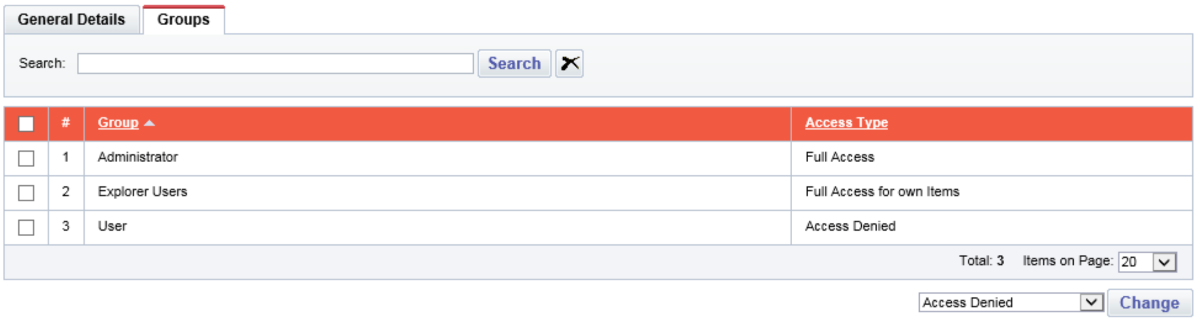
Permission Listing

Search: Search

#	Name	Description	Actions
1	Briefing Book Management	Allows managing briefing books	
2	Change Database	Allows managing databases	
3	Data Upload	Allows uploading data	
4	Debug	Allows view debug info	
5	Email Marketing	Allows sending e-mails	
6	Explorer	Allows creating specific reports	
7	Group Permissions Management	Allows managing permission groups	

7.2.5.1. *Assigning Permissions to Permission groups*

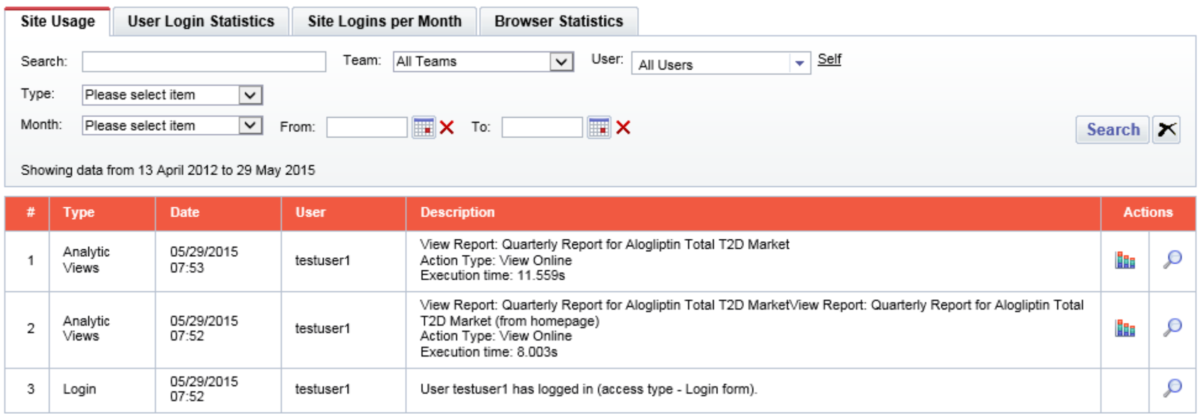
In the edit permission menu, all available groups will be shown under the Groups tab. For each group the access level can be set.



7.2.6. Site Usage Statistics

The site usage statistics module tracks the actions of users in the system. Each action can be viewed, and if reports are run, these can be viewed using the system.

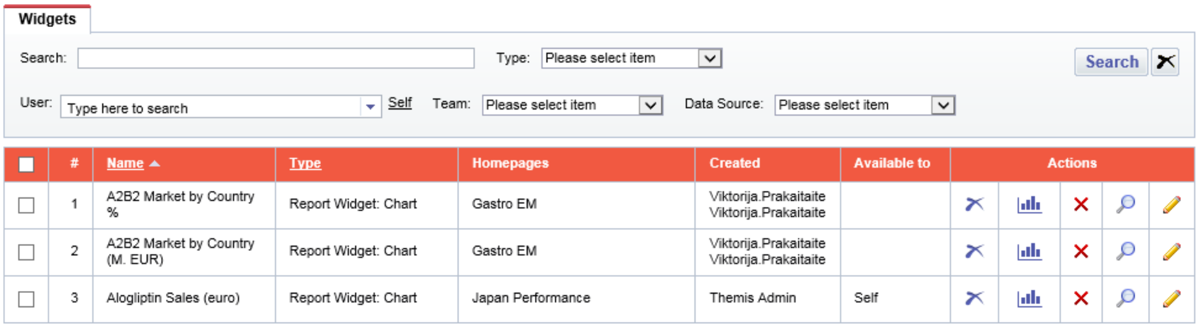
There are various tabs across the top of the page that show the usage statistics in various views.



7.3. View Management

7.3.1. Widgets

The widgets menu shows all the widgets available in the system. From here it is possible to view, edit, disable and delete each widget.



7.3.1.1. *Editing Widgets*

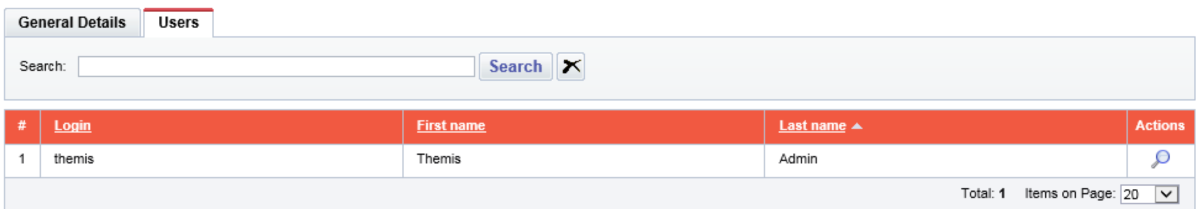
By selecting to edit widgets, the following options become available.

It is possible to view the chart, or to go to the report where the widget was saved.

Widgets can be assigned to various homepages & custom scorecards; this gets assigned under the home pages menu, see section **Error! Reference source not found.**

7.3.1.2. *Who Can See Each Widget?*

Under the Users tab, it is possible to see which users are able to view the widget.



7.3.2. Application Settings

The following site settings can be set here:

Site title: Title to be displayed in the browser header.
Password Expiry Period: The frequency that users need to re-set their passwords for security.
Password Request Period: The amount of time prior to passwords having to be re-set users get reminders
Trusted IP Mode: This allows the site to be limited by IP ranges for added security

7.3.3. IP Settings

This allows the addition of IP ranges to specifically block or allow, as allowed in the Site settings. Selecting Blocked IPs stops specifically blocked IP ranges from gaining access, selecting Trusted IPs allows trusted IPs only to access the site.

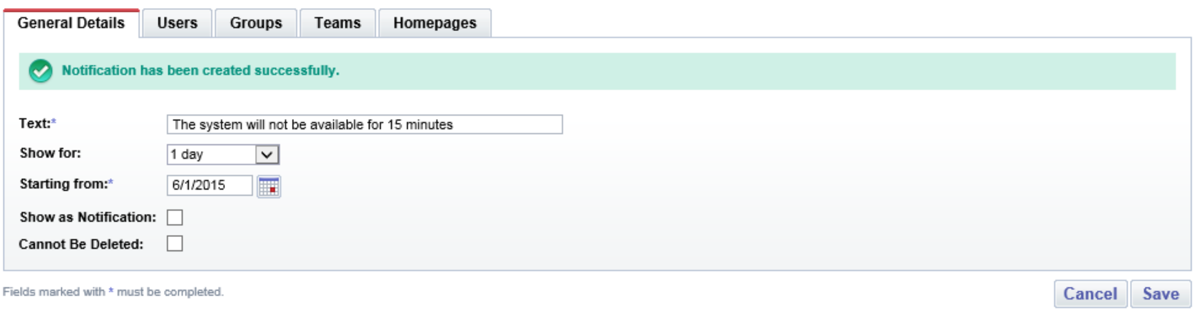
7.4. Content Management

7.4.1. Notifications

Notifications allow updates to be communicated with users. Once a user has seen the notification, they click to not show it again. A notification could be to say that new data is available, or it could be directed to certain brand teams to say that new market definitions are in place.

To set up a notification, click on new, and create the notification you want to send to users. This can be set to start showing from a certain date, and for a certain amount of days.

By default the notification will show in the Updates section under the instrument panel on the home page. By ticking the Show as Notification option, this also shows the notification permanently at the very top of the page.



To enable the notification for certain users, this can be done by users, groups, teams and homepages, and these can be assigned by going across the tabs.

7.4.2. Email Marketing

Email functionality has not been made available in Brandscape.

Appendix A – Treatment Days & Months

Treatment Days

Treatment days are available in the Azilsartan, Candesartan and Pioglitazone markets. The factors applied are listed below.

To derive Treatment Days, Standard Units are **divided** by the factors shown below. Any rows in the Candesartan, Azilsartan and Pioglitazone markets not specified here should have a factor of 1 applied.

Factors for the Candesartan & Azilsartan Market:

Currently no specific factors applied.

Factors for the Pioglitazone Market:

MOLECULE	STRENGTH	FACTOR
ACARBOSE	100MG	3
ACARBOSE	25MG	3
ACARBOSE	50MG	3
ALOGLIPTIN + METFORMIN	12.5MG+1G	2
ALOGLIPTIN + METFORMIN	12.5MG+500MG	2
BUFORMIN	100MG	2
BUFORMIN	170MG	2
BUFORMIN	50MG	2
CARBUTAMIDE	500MG	2
CHLORPROPAMIDE	100MG	2
CHLORPROPAMIDE	125MG	2
CHLORPROPAMIDE	20MG	2
CHLORPROPAMIDE	250MG	2
CHLORPROPAMIDE	500MG	2
CHLORPROPAMIDE	80MG	2
CHLORPROPAMIDE + METFORMIN	125MG+200MG	2
CHLORPROPAMIDE + METFORMIN	125MG+400MG	2
CHLORPROPAMIDE + METFORMIN	125MG+500MG	2
CHLORPROPAMIDE + METFORMIN	125MG+513MG	2
CHLORPROPAMIDE + PHENFORMIN	125MG+30MG	3
CINNAMOMUM LOUREIRII + GLIPIZIDE + METFORMIN	COMBI STR	2
EXENATIDE	208Y/1ML	0.03333
EXENATIDE	250Y/1ML	0.03333
EXENATIDE	2MG	0.23333
EXENATIDE	NA INTSTR	0.03333

GLIBENCLAMIDE	1.25MG	2
GLIBENCLAMIDE	1.5MG	2
GLIBENCLAMIDE	1.75MG	2
GLIBENCLAMIDE	10MG	2
GLIBENCLAMIDE	1MG	2
GLIBENCLAMIDE	2.5MG	2
GLIBENCLAMIDE	3.5MG	2
GLIBENCLAMIDE	3MG	2
GLIBENCLAMIDE	4.5MG	2
GLIBENCLAMIDE	400Y	2
GLIBENCLAMIDE	5MG	2
GLIBENCLAMIDE	6MG	2
GLIBENCLAMIDE	7.5MG	2
GLIBENCLAMIDE	NA INTSTR	2
GLIBENCLAMIDE + METFORMIN	1.25MG+250MG	2
GLIBENCLAMIDE + METFORMIN	1.25MG+251MG	2
GLIBENCLAMIDE + METFORMIN	1.25MG+500MG	2
GLIBENCLAMIDE + METFORMIN	1.2MG+250MG	2
GLIBENCLAMIDE + METFORMIN	2.5MG+250MG	2
GLIBENCLAMIDE + METFORMIN	2.5MG+252MG	2
GLIBENCLAMIDE + METFORMIN	2.5MG+400MG	2
GLIBENCLAMIDE + METFORMIN	2.5MG+500MG	2
GLIBENCLAMIDE + METFORMIN	25MG+500MG	2
GLIBENCLAMIDE + METFORMIN	500MG+2.5MG	2
GLIBENCLAMIDE + METFORMIN	500MG+5MG	2
GLIBENCLAMIDE + METFORMIN	5MG+1G	2
GLIBENCLAMIDE + METFORMIN	5MG+250MG	2
GLIBENCLAMIDE + METFORMIN	5MG+500MG	2
GLIBENCLAMIDE + METFORMIN	5MG+800MG	2
GLIBENCLAMIDE + METFORMIN	5MG+850MG	2
GLIBENCLAMIDE + METFORMIN	COMBI STR	2
GLIBORNURIDE	25MG	2
GLICLAZIDE	160MG	2
GLICLAZIDE	20MG	2
GLICLAZIDE	30MG	2
GLICLAZIDE	40MG	2
GLICLAZIDE	5MG	2
GLICLAZIDE	60MG	2
GLICLAZIDE	80MG	2
GLICLAZIDE	8MG	2
GLICLAZIDE	NA INTSTR	2
GLICLAZIDE + METFORMIN	30MG+500MG	2
GLICLAZIDE + METFORMIN	40MG+400MG	2

GLICLAZIDE + METFORMIN	40MG+500MG	2
GLICLAZIDE + METFORMIN	60MG+500MG	2
GLICLAZIDE + METFORMIN	80MG+400MG	2
GLICLAZIDE + METFORMIN	80MG+500MG	2
GLICLAZIDE + METFORMIN	80MG+800MG	2
GLICLAZIDE + METFORMIN	COMBI STR	2
GLIMEPIRIDE + METFORMIN	1G+1MG	2
GLIMEPIRIDE + METFORMIN	1MG+1G	2
GLIMEPIRIDE + METFORMIN	1MG+250MG	2
GLIMEPIRIDE + METFORMIN	1MG+400MG	2
GLIMEPIRIDE + METFORMIN	1MG+500MG	2
GLIMEPIRIDE + METFORMIN	1MG+850MG	2
GLIMEPIRIDE + METFORMIN	200Y+400MG	2
GLIMEPIRIDE + METFORMIN	2MG+1G	2
GLIMEPIRIDE + METFORMIN	2MG+500MG	2
GLIMEPIRIDE + METFORMIN	2MG+850MG	2
GLIMEPIRIDE + METFORMIN	3MG+1G	2
GLIMEPIRIDE + METFORMIN	3MG+500MG	2
GLIMEPIRIDE + METFORMIN	3MG+850MG	2
GLIMEPIRIDE + METFORMIN	400Y+400MG	2
GLIMEPIRIDE + METFORMIN	4MG+1G	2
GLIMEPIRIDE + METFORMIN	4MG+500MG	2
GLIMEPIRIDE + METFORMIN	4MG+850MG	2
GLIMEPIRIDE + METFORMIN	500Y+500MG	2
GLIMEPIRIDE + METFORMIN	COMBI STR	2
GLIMEPIRIDE + METFORMIN	VARI STR	2
GLIPIZIDE	10MG	2
GLIPIZIDE	2.5MG	2
GLIPIZIDE	50MG	2
GLIPIZIDE	5MG	2
GLIPIZIDE	7.5MG	2
GLIPIZIDE	80MG	2
GLIPIZIDE	NA INTSTR	2
GLIPIZIDE + METFORMIN	2.5MG+250MG	2
GLIPIZIDE + METFORMIN	2.5MG+400MG	2
GLIPIZIDE + METFORMIN	2.5MG+500MG	2
GLIPIZIDE + METFORMIN	2MG+250MG	2
GLIPIZIDE + METFORMIN	500MG+500MG	2
GLIPIZIDE + METFORMIN	5MG+1G	2
GLIPIZIDE + METFORMIN	5MG+500MG	2
GLIPIZIDE + METFORMIN	5MG+800MG	2
GLIPIZIDE + METFORMIN	80MG+500MG	2
GLIPIZIDE + METFORMIN	COMBI STR	2

GLIQUIDONE	30MG	2
GLISENTIDE	5MG	2
LINAGLIPTIN + METFORMIN	2.5MG+1G	2
LINAGLIPTIN + METFORMIN	2.5MG+500MG	2
LINAGLIPTIN + METFORMIN	2.5MG+850MG	2
LINAGLIPTIN + METFORMIN	COMBI STR	2
LIRAGLUTIDE	6MG/1ML	0.06667
LIXISENATIDE	100Y/1ML	0.07143
LIXISENATIDE	50Y/1ML	0.07143
LIXISENATIDE	VARI STR	0.07143
METFORMIN	100MG	2
METFORMIN	1G	2
METFORMIN	1G/DOSE	2
METFORMIN	200MG	2
METFORMIN	250MG	2
METFORMIN	500MG	2
METFORMIN	500MG/5ML	2
METFORMIN	500MG/DOSE	2
METFORMIN	700MG	2
METFORMIN	750MG	2
METFORMIN	800MG	2
METFORMIN	850MG	2
METFORMIN	850MG/DOSE	2
METFORMIN	NA INTSTR	2
METFORMIN + MIGLITOL	500MG+25MG	3
METFORMIN + MIGLITOL	500MG+50MG	3
METFORMIN + MIGLITOL	50MG+50MG	3
METFORMIN + NATEGLINIDE	500MG+120MG	3
METFORMIN + NATEGLINIDE	500MG+60MG	3
METFORMIN + NATEGLINIDE	850MG+120MG	3
METFORMIN + PIOGLITAZONE	1G+15MG	2
METFORMIN + PIOGLITAZONE	1G+30MG	2
METFORMIN + PIOGLITAZONE	1G+7.5MG	2
METFORMIN + PIOGLITAZONE	333MG+5MG	2
METFORMIN + PIOGLITAZONE	500MG+15MG	2
METFORMIN + PIOGLITAZONE	500MG+30MG	2
METFORMIN + PIOGLITAZONE	500MG+5MG	2
METFORMIN + PIOGLITAZONE	500MG+7.50MG	2
METFORMIN + PIOGLITAZONE	500MG+7.5MG	2
METFORMIN + PIOGLITAZONE	850MG+15MG	2
METFORMIN + PIOGLITAZONE	850MG+16.5MG	2
METFORMIN + PIOGLITAZONE	COMBI STR	2
METFORMIN + PIOGLITAZONE	NA INTSTR	2

METFORMIN + REPAGLINIDE	500MG+1MG	2
METFORMIN + REPAGLINIDE	500MG+2MG	2
METFORMIN + ROSIGLITAZONE	1G+2MG	2
METFORMIN + ROSIGLITAZONE	1G+4MG	2
METFORMIN + ROSIGLITAZONE	250MG+2MG	2
METFORMIN + ROSIGLITAZONE	500MG+1MG	2
METFORMIN + ROSIGLITAZONE	500MG+2MG	2
METFORMIN + ROSIGLITAZONE	500MG+4MG	2
METFORMIN + ROSIGLITAZONE	COMBI STR	2
METFORMIN + SAXAGLIPTIN	1G+2.5MG	2
METFORMIN + SAXAGLIPTIN	1G+5MG	2
METFORMIN + SAXAGLIPTIN	500MG+5MG	2
METFORMIN + SAXAGLIPTIN	850MG+2.5MG	2
METFORMIN + SAXAGLIPTIN	COMBI STR	2
METFORMIN + SITAGLIPTIN	1G+100MG	2
METFORMIN + SITAGLIPTIN	1G+50MG	2
METFORMIN + SITAGLIPTIN	500MG+50MG	2
METFORMIN + SITAGLIPTIN	850MG+50MG	2
METFORMIN + VILDAGLIPTIN	1G+50MG	2
METFORMIN + VILDAGLIPTIN	500MG+100MG	2
METFORMIN + VILDAGLIPTIN	500MG+50MG	2
METFORMIN + VILDAGLIPTIN	50MG+500MG	2
METFORMIN + VILDAGLIPTIN	850MG+100MG	2
METFORMIN + VILDAGLIPTIN	850MG+50MG	2
METFORMIN + VOGLIBOSE	500MG+200Y	3
METFORMIN + VOGLIBOSE	500MG+300MG	3
METFORMIN + VOGLIBOSE	500MG+300Y	3
MIGLITOL	100MG	3
MIGLITOL	25MG	3
MIGLITOL	50MG	3
MIGLITOL	75MG	3
MITIGLINIDE	10MG	3
MITIGLINIDE	5MG	3
NATEGLINIDE	120MG	3
NATEGLINIDE	180MG	3
NATEGLINIDE	300MG	3
NATEGLINIDE	30MG	3
NATEGLINIDE	60MG	3
NATEGLINIDE	90MG	3
PHENFORMIN	15MG	2
PHENFORMIN	30MG	2
REPAGLINIDE	1MG	3
REPAGLINIDE	250Y	3

REPAGLINIDE	2MG	3
REPAGLINIDE	4MG	3
REPAGLINIDE	500Y	3
REPAGLINIDE	NA INTSTR	3
ROSIGLITAZONE	1MG	2
ROSIGLITAZONE	2MG	2
ROSIGLITAZONE	4MG	2
ROSIGLITAZONE	8MG	2
TOLBUTAMIDE	1G	2
TOLBUTAMIDE	500MG	2
VILDAGLIPTIN	100MG	2
VILDAGLIPTIN	50MG	2
VILDAGLIPTIN	NA INTSTR	2
VOGLIBOSE	100Y	3
VOGLIBOSE	200MG	3
VOGLIBOSE	200Y	3
VOGLIBOSE	300Y	3

Treatment Months

Treatment months are available in the Leuprorelin market only. The factors applied are listed below.

To derive Treatment Months, Standard Units are **multiplied** by the factors shown below. Any rows in the Leuprorelin market not specified here should have a factor of 1 applied.

Any Molecule / Strength combinations with a SU Converter Factor of 0 (zero) should be excluded completely from the market.

MOLECULE	STRENGTH	SU CONVERTER
BUSERELIN	1.05MG/1ML	0.00
BUSERELIN	1.14MG/1ML	0.00
BUSERELIN	100Y/DOSE	0.00
BUSERELIN	150Y/DOSE	0.00
BUSERELIN	182Y/1ML	0.00
BUSERELIN	1MG/1ML	0.00
BUSERELIN	6.3MG	2.00
BUSERELIN	6.3MG/1ML	2.00
BUSERELIN	6.6MG	2.00
BUSERELIN	9.45MG	3.00
BUSERELIN	NA INTSTR	3.00
DEGARELIX	120MG	1.00
DEGARELIX	80MG	1.00
DEGARELIX	NA INTSTR	1.00
GOSERELIN	10.8MG	3.00
GOSERELIN	3.6MG	1.00
GOSERELIN	3MG	1.00
GOSERELIN +BICALUTAMIDE	VARI STR	0.00
HISTRELIN	50MG	12.00
LEUPRORELIN	1.88MG	1.00
LEUPRORELIN	1.88MG/1ML	1.00
LEUPRORELIN	11.2MG	3.00
LEUPRORELIN	11.3MG	3.00
LEUPRORELIN	11.3MG/1ML	3.00
LEUPRORELIN	14MG	0.47
LEUPRORELIN	22.5MG	3.00
LEUPRORELIN	3.6MG	1.00
LEUPRORELIN	3.75MG	1.00
LEUPRORELIN	3.75MG/1ML	1.00
LEUPRORELIN	300MG	6.00
LEUPRORELIN	30MG	6.00
LEUPRORELIN	45MG	6.00
LEUPRORELIN	5.2MG	3.00
LEUPRORELIN	5MG	3.00
LEUPRORELIN	5MG/1ML	0.07

LEUPRORELIN	6.56MG	3.00
LEUPRORELIN	7.5MG	1.00
LEUPRORELIN	7.5MG/1ML	1.00
LEUPRORELIN	NA INTSTR	3.00
TRIPTORELIN	1.88MG/1ML	0.00
TRIPTORELIN	100Y	0.00
TRIPTORELIN	100Y/1ML	0.00
TRIPTORELIN	105Y/1ML	0.00
TRIPTORELIN	11.2MG	3.00
TRIPTORELIN	11.3MG	3.00
TRIPTORELIN	14.5MG	3.00
TRIPTORELIN	15MG	3.00
TRIPTORELIN	1MG	0.03
TRIPTORELIN	22.5MG	6.00
TRIPTORELIN	3.75MG	1.00
TRIPTORELIN	3.75MG/1ML	1.00
TRIPTORELIN	3MG	1.00
TRIPTORELIN	4.86MG	1.00
TRIPTORELIN	500Y/1ML	0.00
TRIPTORELIN	NA INTSTR	1.00

Treatment Regimens

Treatment Regimen is a Show Option for the Leuprorelin, Candesartan, Azilsartan and Pioglitazone Markets only. This uses the factors for treatment months to derive frequency of use per month. The show option's elements would be derived from the factors listed below.

All rows not specified for Treatment Months should be given a factor of 1. The treatment regimen should be named as per factors, following these rules:

Leuprorelin Market (Treatment Months):

DESCRIPTION	
Factor	**Treatment Regimen Description**
0.03	Daily
0.07	Daily
0.47	Daily
1	Once a month
2	Once every 2 months
3	Once every 3 months
6	Once every 6 months
12	Once a year

Azilsartan, Candesartan and Pioglitazone Markets (Treatment Days):

DESCRIPTION	
Factor	**Treatment Regimen Description**
1	One per day
2	2 per day
3	3 per day
4	4 per day
0.03	2 per day
0.07	One per day
0.23	One per week