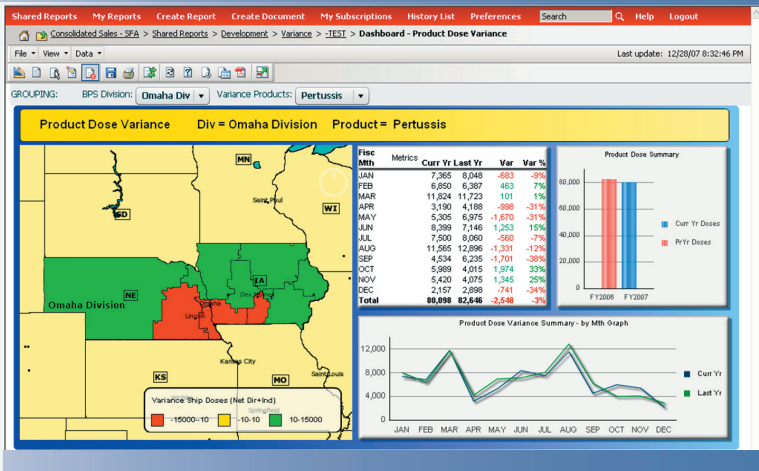


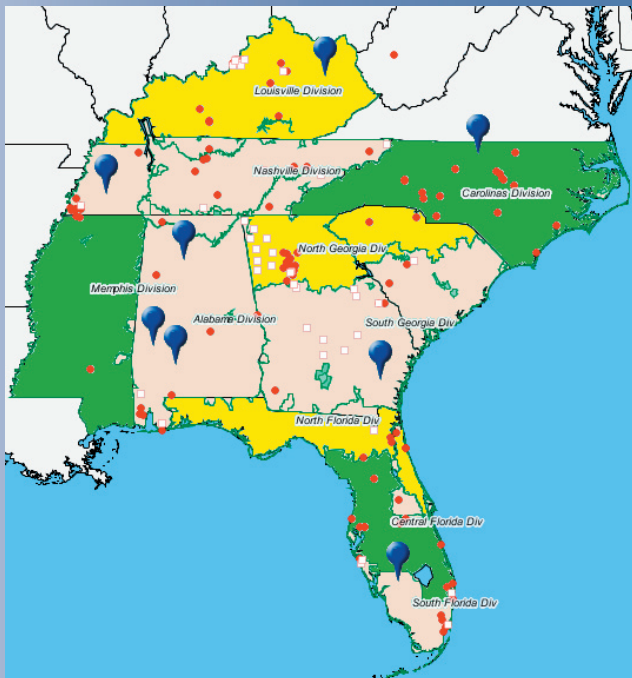
Customer Success Story



Interactive Report Services dashboards provide an at-a-glance overview of key business metrics. Using the dashboard as a launching point, analysts can drill into detail-level data.

Customer Profile

Sanofi Pasteur, the vaccines business of sanofi-aventis Group, is the largest company in the world devoted entirely to human vaccines. With approximately 100,000 employees, including a sales force of 35,000 medical visitors, they have a presence in 100 countries throughout 5 continents. In 2006, the consolidated sales of Aventis topped \$40 billion - over \$6 billion of which was dedicated to Research & Development. Sanofi Pasteur offers the largest range of vaccines in the world, protecting more than 500 million people every year from 20 infectious diseases.



Region maps such as this can show multiple business metrics at the same time. This allows users to see their business from several angles on a single visualization.

Sanofi Pasteur utilizes the MicroStrategy platform to deliver mission critical data to key decision makers as well as timely, actionable information to front-line personnel. These reports and services include personalized content regarding sales, margins, inventory, open accounts, and product & brand penetration.

After a comprehensive evaluation process Sanofi Pasteur selected Visual Crossing to provide mapping and visualization for their MicroStrategy deployment. They cited Visual Crossing's industry leading Report Services integration and product-differentiating support for MicroStrategy Narrowcast Server™ as critical factors in the selection process.

Visual Crossing maps are available via standard reports, interactive report services documents, and email. The target audience ranges from the executive leadership to MicroStrategy Web™ analysts and their distributed sales force.

Drilling from Scorecard documents to detailed penetration reports helps efficiently analyze how and where sales intensity affects product

adoption. Geographic visualization is extremely useful for this type of analysis. In addition to showing highly penetrated areas, it also shows areas with sales deficiencies. The ability to add layers such as health care coverage regions or internal alignment provides insight into spatial dependencies affecting product penetration.