

GSK is one of the leading international research-based pharmaceutical companies headquartered in the United Kingdom.

It operates in key therapeutic areas, including respiratory diseases, antiviral therapy, antibacterial therapy, dermatology, and vaccines.

It has been present in Ukraine since 1994, with a portfolio covering a broad range of medicines.

It implements modern approaches to business management, improving the effectiveness of field teams, and expanding patients' access to innovative medications.

IMPLEMENTED PRODUCTS



Proxima CRM



Market Audit

SELL OUT



GeoForce



BUSINESS CHALLENGE

GSK Ukraine was looking for a modern solution to manage territories, field teams, and market analytics more accurately. It needed a tool that would integrate Sell-Out data and analyze sales and the competitive environment at the territory level of medical representatives across all company business units.

A significant part of the processes was based on manual data processing.



SOLUTION

Since 2019, GSK Ukraine has implemented GeoForce as a strategic platform for territory management, market analytics, and improving the effectiveness of the field force.

A key advantage of the solution was the ability to create customized territories with a high level of detail and integrate Sell-Out data into them to analyze sales, assess market potential, and evaluate the competitive environment at the level of individual medical representative territories.

A separate value for GSK Ukraine was the ability to create different versions of maps and territory structures for individual product areas and business units.

To compare different models of territory allocation, GSK used GeoForce's capability to support historical versions of territories and team structures.





RESULT

The implementation of GeoForce enabled GSK Ukraine to shift to a flexible and transparent data-driven approach to field force management.

Key results include:

- transition from Excel and manual data processing to a centralized platform for territory analytics;
- analysis of sales and the competitive environment at the level of custom micro-territories;
- increased transparency of field team operations;
- improved quality of territory planning and balancing;
- strengthened KPI control and medical representative effectiveness;
- more precise targeting and market coverage optimization;
- support for territory re-alignment, restructuring, and new product launches;
- faster management decision-making based on market data.

A particularly important result: the ability to see market potential, sales, and the competitive environment at the level of individual medical representative territories.

TEAM COVERAGE

Today, GeoForce is used **by GSK Ukraine's entire field force**, including about **50 medical representatives** and up to **10 regional managers**.

CONCLUSION

The partnership with Proxima Research provided **GSK Ukraine** with a strategic platform for data-driven field force management.

GeoForce helped the company increase transparency of field operations, gain deeper territory analytics, assess market potential more accurately, and make well-founded commercial decisions faster in a highly competitive pharmaceutical environment.

Long-term use of GeoForce confirms the platform's value as a flexible tool for territory management, market analytics, and improving the effectiveness of GSK Ukraine's field force.

