

# Case Study

## Global Analytics Program For A Blockbuster Drug Pharma Company



**Industry**  
Pharmaceuticals

**Location**  
United States, Europe

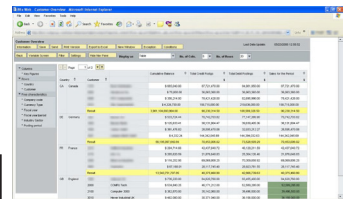
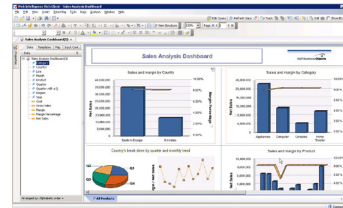
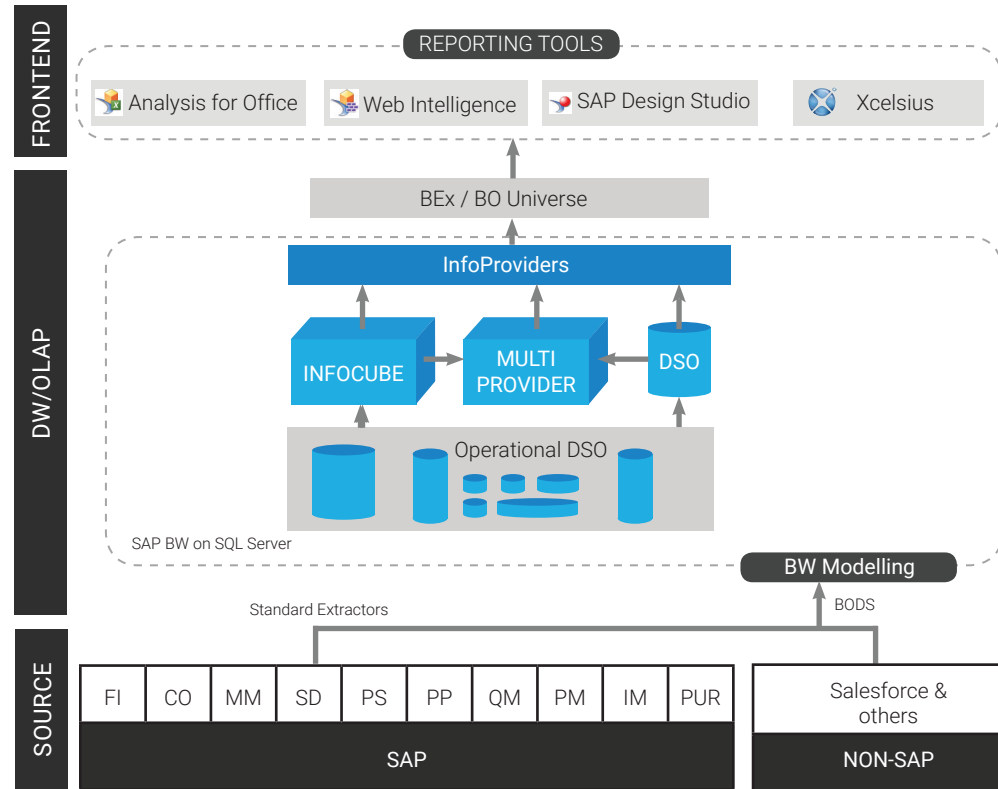
**Function**  
Sales, Patient Pipeline, Finance, Accounting

**Challenges**  
Sales leaders & country managers lacked reliable insights into sales performance

Analysts often downloaded data from legacy BI reports and enriched data in spreadsheets to build presentations to executives, resulting in 'multiple versions of truth'

### Solutions

- BI Strategy
- BI Managed Services
- Global BW Implementation
- BPC NW Implementation
- BOBJ Implementation & Upgrades
- Reporting: BEx and Web Intelligence
- Dashboards & Visualizations
- Product Extensions (VBX & Xcelsius)



- Led the global greenfield implementations for SAP BW, SAP BusinessObjects and SAP BPC 7.5 NW; BW modules rolled out include FI, CO, MM, SD, PS, PP, QM, PM, IM and PUR
- Led transformation of an enterprise from that of a calendar-driven, IT-led 'push' broadcasts to that of user-centric, on-demand 'pull' consumption of insights
- Rolled out **35+** Executive KPI Dashboards in production across Sales, Finance & Accounting functions for CXOs, Power Users and Casual Users
- Delivered slice-and-dice & drill-down capabilities to Web Intelligence and BEx queries