

# Case Study

## SAP Design Studio Migration For A Specialty Pharma Firm



### Industry

Pharmaceuticals

### Location

US & Ireland

### Revenue

3.5 Billion USD

### Function

Sales, Procurement, Inventory and Customer Care

### Challenges

Poor Service levels in customer care due to extremely long customer wait times during order placement

Lack of insights into potential upsell opportunity through contract tier upgrades

### Technology

- SAP BW with BIA
- SAP BusinessObjects 4.1

### Solutions

- Dashboards & Visualizations
- SAP HANA Modeling
- Custom Extensions (VBX) for SAP Design Studio

### Background

- Call center representatives used 'Customer Care' Xcelsius dashboard for service & drive cross-sell/up-sell opportunities
- Initial launch time: 3+ minutes
- Subsequent interactions: ~45 seconds on average
- Consumed six (6) WebI reports using QaaWS (Query As A Web Service) leading to performance degradation

### Solutions

- Re-engineered the storyboard to leverage better features & capabilities delivered by SAP Design Studio and VBX Product Extensions
- Leveraged VBX features such as 'Text Search' which enabled users to pull up customer data rapidly based on any one customer attribute (Name, ID, Ship-To Facility, Bill-To Facility etc.)
- Built HANA views to supply data to SAP Design Studio dashboard

### Results

- Initial launch time: **5 seconds (40x faster)**
- Subsequent interactions: **2 seconds (20x faster)**

**CUSTOMER CARE DASHBOARD**

The dashboard includes the following sections:

- Search:** 2000054
- Country:** All, CA, MX, US
- Region:** All, CA-S, CA-M, CA-W
- HP Customer:** Children's Hospital of Philadelphia
- Ship to Party:** Children's Hospital of Philadelphia
- UHS:** 00000000000000000000
- Plant:** 00000000000000000000
- Frequency:** WEEKLY
- Next Scheduled:** 07/20/2014
- Route Plan ID:** 00000000000000000000
- Par Level Vs QOH:** Table with columns: Ship to Party, Item #, Par Level, QoH, Variance.
- Service Request:** Table with columns: Service Req, Month, Serial #, Nature of SR.
- Scheduled Preventive Maintenance:** Table with columns: Item No, Serial No, Software Versi, NextPMDate, DaystoPM.
- Cylinder Rotation:** Table with columns: Material Number, Serial Number, Batch Expiration Date, Days at Account.
- Contract Information:** Table with columns: Contract Tier, Eff Date, Exp Date, Threshold Hrs, Consump.H, Tie.