

IBM Performance 2011

Smarter Decisions. Better Results.



Optimize Sales & Marketing by effective use of dashboards

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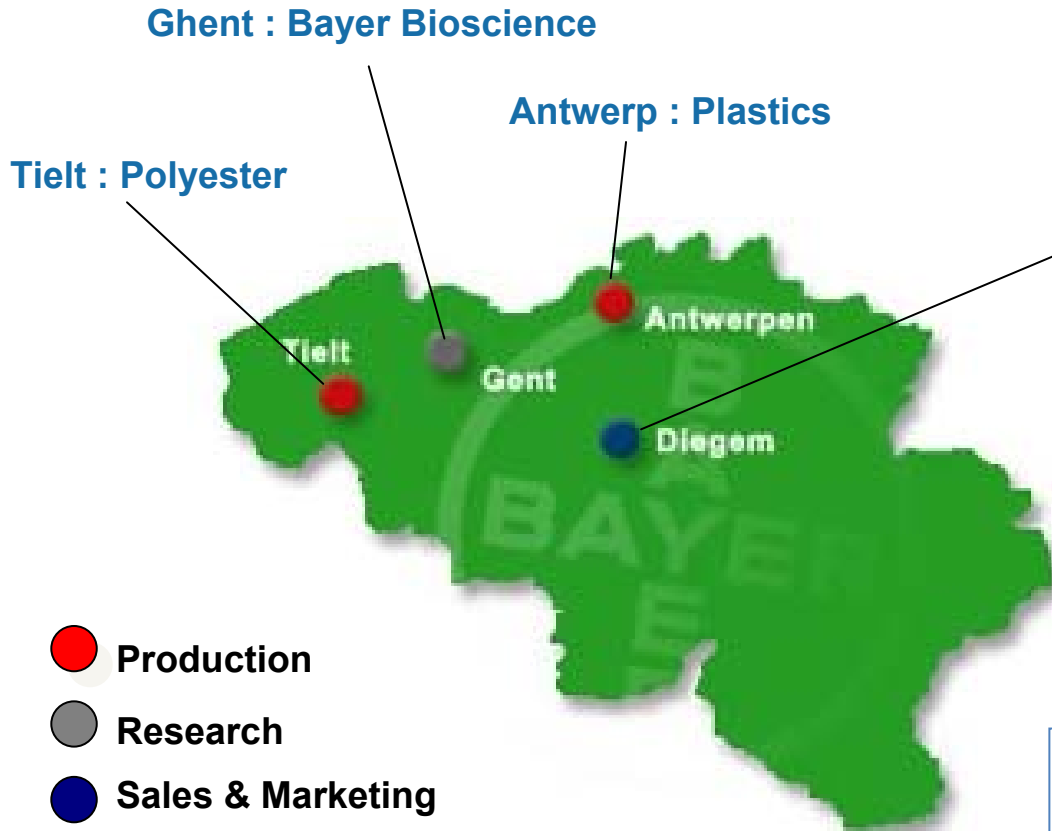
November 16th 2011

Agenda

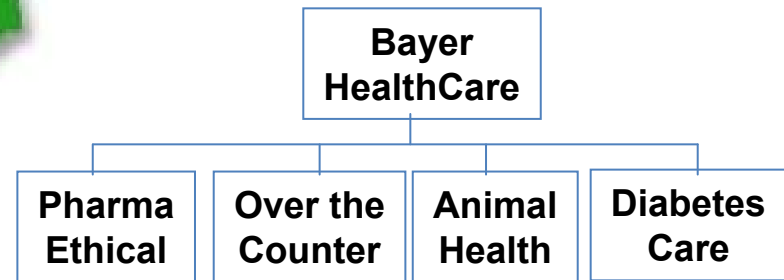
- Who is Bayer HealthCare
- Business Context
- Solution Design
- Business Intelligence Challenges
- Project Results
- Lessons Learned



Who is Bayer HealthCare?



Bayer SA-NV /Bayer CropScience SA-NV
 Belgian sales organisations for the Bayer **HealthCare**, MaterialScience and CropScience products.



Employees : 277

Business Context

- Roll-out of Siebel CRM generates sales activity data that need to be integrated in the BI platform
- Business users require reporting capabilities integrating Siebel CRM, IMS market data & SAP financial data
- Bayer Management decided to introduce the usage of dashboards to monitor KPI's



Business Intelligence Challenges

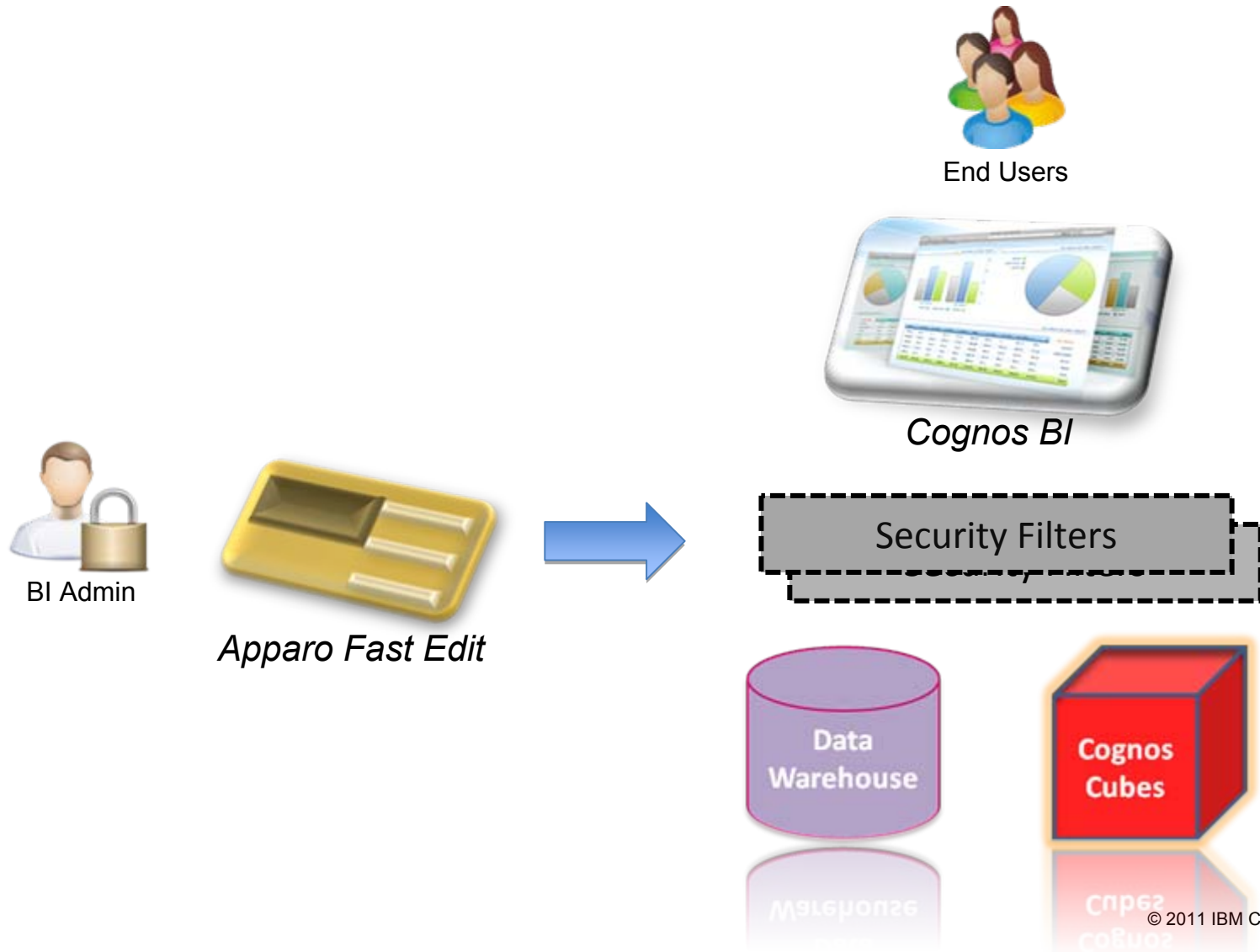
- Different islands of information within Bayer HealthCare
 - MS OLAP cubes, multiple isolated Cognos 7 cubes and models
 - Fragmented reports without streamlining
 - No central management of data security
 - No one-version-of-truth
- Sales & Marketing organization has a flexible organization structure that changes frequently
- Sales & Marketing KPI's change frequently
- Stimulate the use of BI and demonstrate the business value of BI



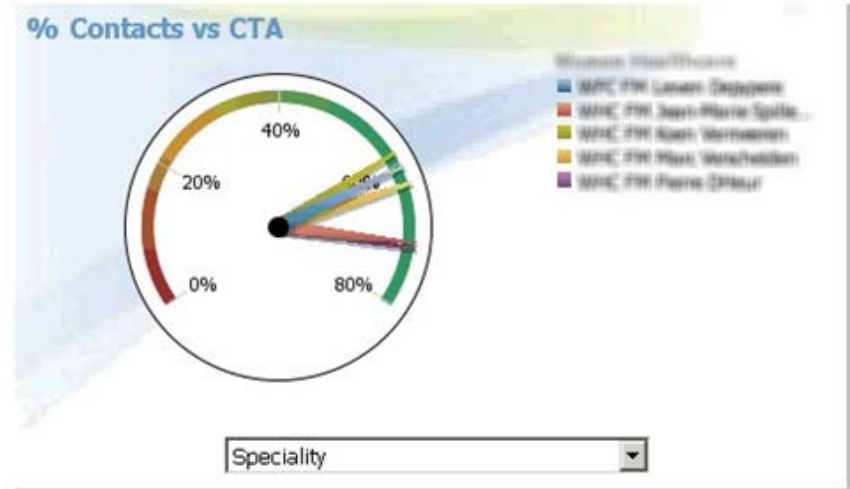
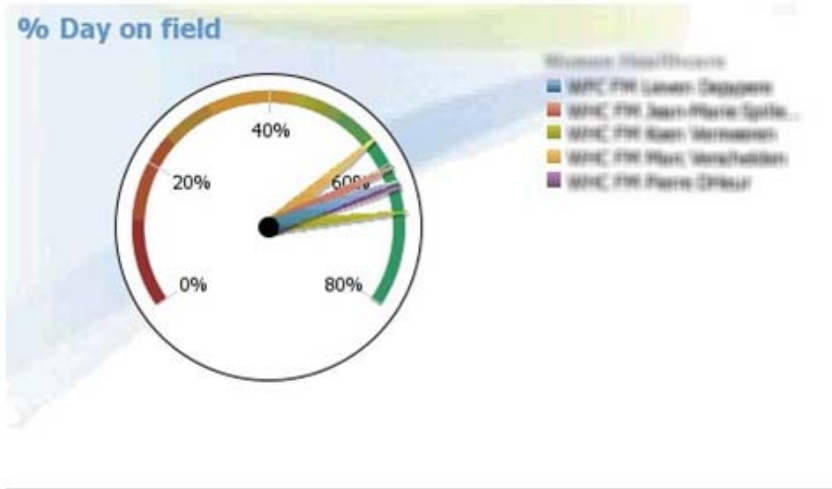
Solution Design

- Enable one-version-of-truth
 - Centralize information in one single environment (*IBM Cognos 8 BI*)
 - Re-build one single metadata layer (*IBM Cognos Framework Manager*)
 - Design shared and reusable cube models (*IBM Cognos Transformer*)
- Unleash dashboards
 - Build meaningful and reusable KPI's (*IBM Cognos Report Studio*)
 - Deploy a dozen of dashboards (*IBM Cognos Connection portal*)
- Setup flexible data security
 - Create and publish data security maintenance interfaces (*IBM Cognos Connection portal, IBM Cognos SDK, Apparo Fast Edit*)

Automated Data Security



Dashboard Example



Project Results

- Reduction of TCO thanks to automated data security
 - Create dashboard and reports once, use many
 - Reduced impact of organizational changes
 - End user self service
 - Central management
- Reduced risk
 - One-version-of-truth
 - Transparent and well documented architecture
 - Reliable partner
- Better adoption of BI thanks to better alignment with business



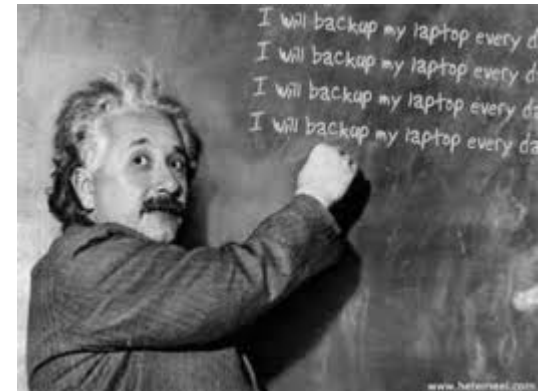
Why Forcea

- Experience in Pharmaceutical & Healthcare sectors
- Project approach
- Partnership based on advise
- Added value solution based on Fast Edit



Lessons Learned

- Do not underestimate the complexity to define meaningful KPI's based on common insight
- Project management is a project on his own
- Keep It Simple
- Do not forget change management



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