IBM Performance 2011

Cognos 10: maggiore flessibilità e autonomia per i decision maker

Speaker: Luca Dalla Villa
Technical Sales Manager IBM Business Analytics

The changing workforce

According to research from *Gartner's View of Enterprise Mobility*, "there will be a **30% growth of mobile application deployments per year** thru 2011. Devices for the enterprise have continued to impact the business world through new technology and services that can **improve productivity and communication**."

iPhone sales to surpass 100 million by 2011

Massive growth of social networking

Facebook usage statistics:

- More then 500 million active users
- An average of 250,000 registrants per day since 2007

Equip front-line workforce with the timely information needed to make informed decisions, regardless of location

Provide business users with the information they need to make responsive and informed decisions regardless of their location.

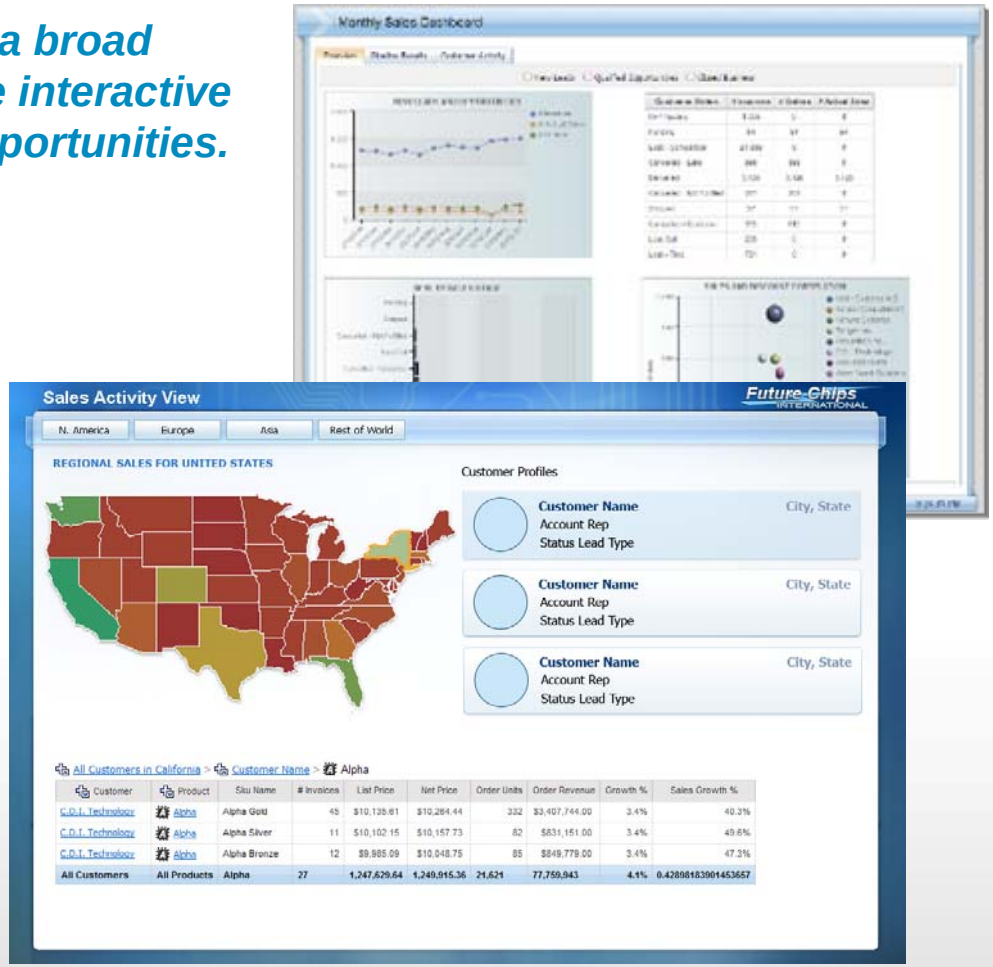
IBM Cognos Mobile

Solution highlights:

- iPhone, iPad, BlackBerry, Windows Mobile, and Symbian
- Zero footprint web application on iPhone and iPad
- Full BI interactivity including Drill Up/Down/Through using common Touch gestures
- Interact with prompts, drills for additional details, schedule reports for immediate access to key content

Offline interactive Dashboard and analysis, delivering very fast, self contained BI to reach more users

Extend the reach of BI and analytics to a broad audience of consumers so they can use interactive reports to uncover new insights and opportunities.



IBM Cognos Active Report

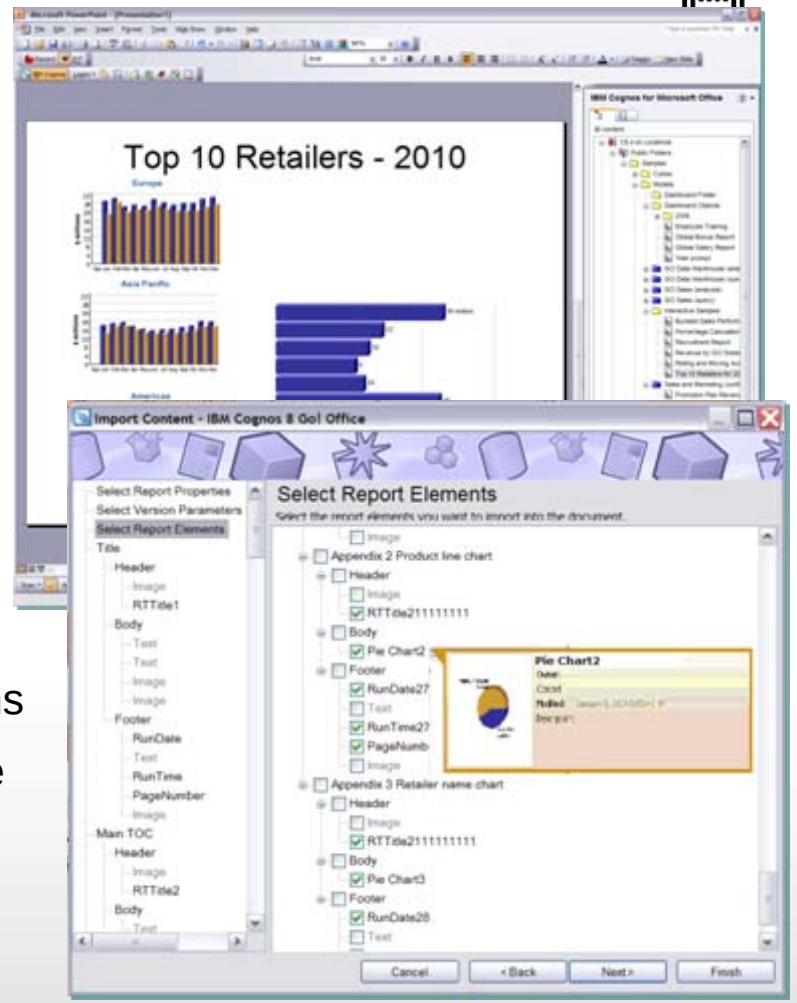
Solution highlights:

- Disconnected reporting application
- Self-contained, interactive content
- Easy to consume
- Mass deployment, easy consumption
- Performance

Communicate BI content in standard MS Office formats

Import BI content into MS Office tools and add additional context for presentations and briefing books.

IBM Cognos for Microsoft Office



Solution highlights:

- Create and distribute briefing books
- Refresh BI content directly within MS Office tools
- Modify and share BI content using familiar applications
- Publish and share Cognos-enabled files to the secure BI portal

Conclusion

- The way we work is changing:
  - Social Networking is changing corporate culture
  - Growth in enterprise mobility is unsurpassed
- Pervasive BI remains a vision
- C10 provides the capabilities to equip and empower more Business Users in your organization using tools that are relevant, timely and in context

Business Analytics software services

Maximize your software investment and drive better business outcomes with Business Analytics Software Services.

- Take the right training at the right time:
  ibm.com/cognos/training
- Engage a technical product expert:
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Cognos 10: maggiore flessibilità e autonomia per i decision maker - l'esperienza di Novartis

Margherita Hellmann, Reporting Business Analyst, Novartis Farma S.p.A.

Forum IBM, 17 Novembre 2011

NOVARTIS

La sfida Novartis → No more PC for Field Force

All'inizio del 2011, il CEO Novartis Farma, lancia una sfida:
Entro l'inizio del 2012, gli informatori non utilizzeranno più il laptop, ma un nuovo device, l'Ipad
L'Italia si propone come Region pilota, insieme alla Spagna

Novartis, The iPad & 35,000 More Visits To Docs

By Ed Silverman // March 28th, 2011 // 12:03 pm 29 Comments

In Memory Of Steve Jobs, Novartis Pushes iPad

By Ed Silverman // October 6th, 2011 // 8:13 am 18 Comments

Related Topics >> Novartis | Pharma sales reps | iPad

Novartis CEO: iPad saves time, keeps reps honest

March 29, 2011 — 9:49am ET | By Howard Lovy

FiercePharma

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La scommessa di Novartis per la BI

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Il nostro percorso

Marzo 2011
- start up laboratorio con il centro di sviluppo canadese di IBM

Giugno 2011
- migrazione da Cognos 8.2 a Cognos 10
- Realizzazione prototipo Active Report

Settembre 2011
- rilascio App su Ipad
- Collaborazione Novartis –IBM per ripristino reportistica custom su Ipad (online e offline)

Novembre 2011
- migrazione Cognos 10 – Cognos 10.1.1
- Rilascio reports Oncologia per Reps
- installazione fixpack successive

Dicembre 2011
- Rilascio dashboarding

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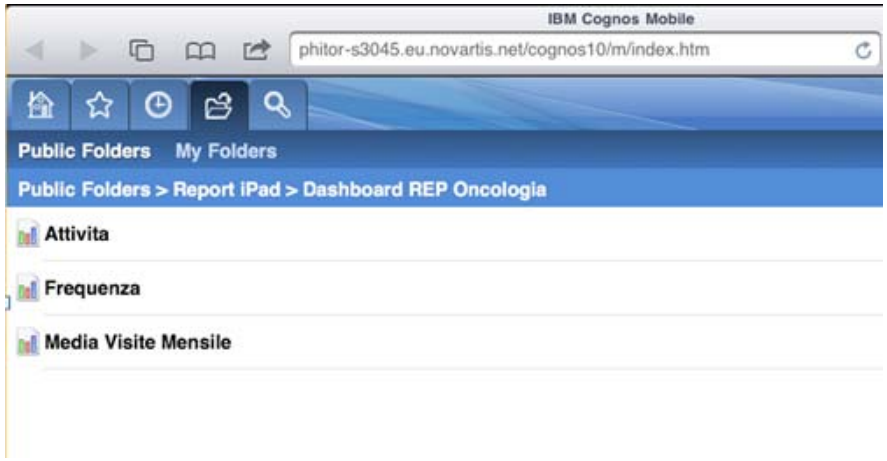
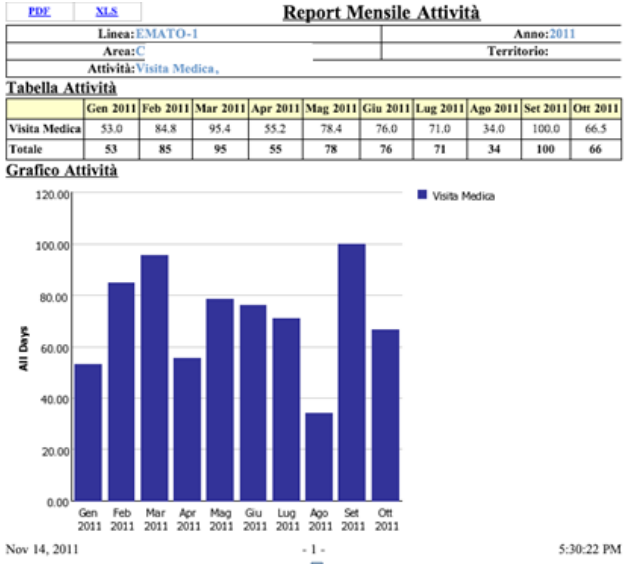
La Reportistica su Ipad per la FF – l'esempio di Oncologia





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Report Mensile Attività

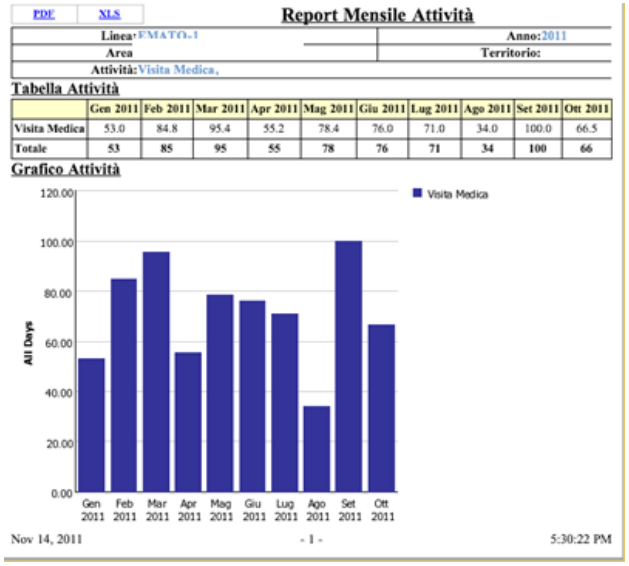
Linea: EMATO-1	Anno: 2011
Area: C	Territorio:
Attività: Visita Medica,	

Tabella Attività

	Gen 2011	Feb 2011	Mar 2011	Apr 2011	Mag 2011	Giu 2011	Lug 2011	Ago 2011	Set 2011	Ott 2011
Visita Medica	53.0	84.8	95.4	55.2	78.4	76.0	71.0	34.0	100.0	66.5
Totale	53	85	95	55	78	76	71	34	100	66

Grafico Attività

Nov 14, 2011 - 1 - 5:30:22 PM



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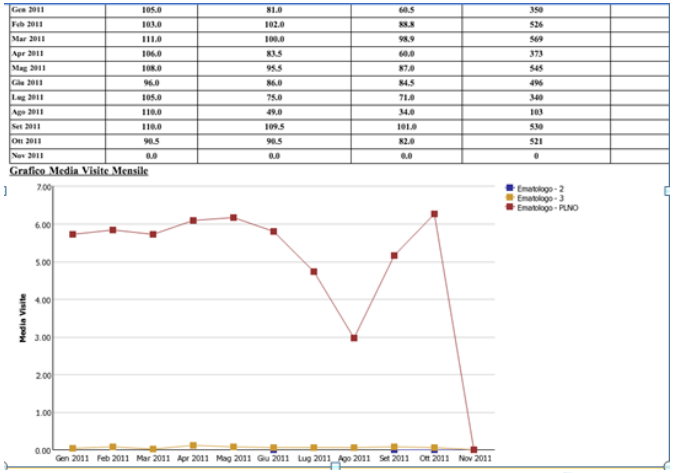

Gen 2011	105.0	81.0	60.5	350
Feb 2011	103.0	102.0	88.8	526
Mar 2011	111.0	100.0	98.9	569
Apr 2011	106.0	83.5	60.0	373
Mag 2011	108.0	95.5	87.0	545
Giu 2011	96.0	86.0	84.5	496
Lug 2011	105.0	75.0	71.0	340
Ago 2011	110.0	49.0	34.0	103
Set 2011	110.0	109.5	101.0	530
Ott 2011	90.5	90.5	82.0	521
Nov 2011	0.0	0.0	0.0	0

Grafico Media Visite Mensile

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La fase II: il dashboarding

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La fase II: Il dashboarding

Overview | TeRRa | SFE

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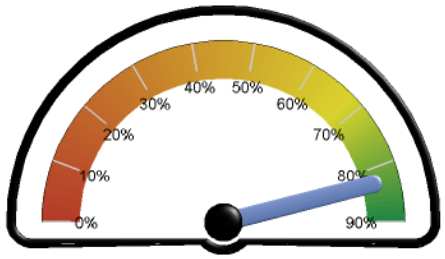
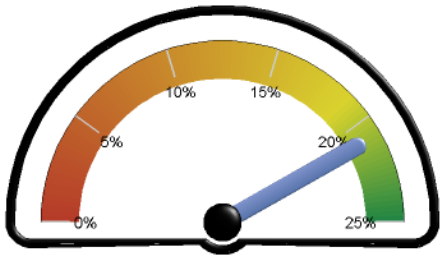
Marketing Contibution



Sales Growth



2011 Q 1 | 2011 Q 2 | 2011 Q 3 | 2011 Q 4

NDD

	Direttore sanitario	Farmacista ospedaliero	GER - Parkinson	GER - UVA	Geriatra	Internista	NEU - Epilessia	NEU - Parkinson	NEU - UVA	Neurologo	Non Definito	NP	Ortopedici e Fisiatri	PSIC - UVA
Numero Medici	19	1259	7	692	1726	5737	490	591	661	4567	2292	1	3	259
Numero Visite	94	1485	106	14445	12525	84	6811	12647	14951	54977	5555	22	0	5200
Frequenza tutti	4.95	1.18	15.14	20.87	7.26	0.01	13.90	21.40	22.62	12.04	2.42	22.00	0.00	20.08

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La fase II: dashboarding

Overview | TeRRa | SFE

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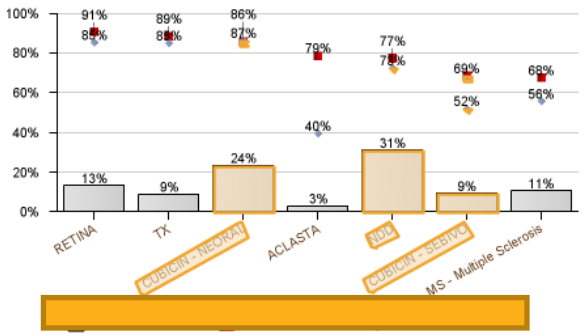
Analisi: Generale

CUBICIN - NEORAL	39,142,618	27.56%	5,546,508	23.58%	-2.97%	33,596,109	85.8%	0.0%
RETINA	33,870,283	23.85%	3,128,279	13.30%	52.05%	30,742,005	90.8%	5.5%
CUBICIN - SEBIVO	7,005,469	4.93%	2,201,430	9.36%	14.78%	4,804,039	68.6%	20.4%
NDD	32,543,850	22.91%	7,331,093	31.17%	11.85%	25,212,757	77.5%	5.0%
MS - Multiple Sclerosis	7,803,569	5.49%	2,521,708	10.72%	45.58%	5,281,860	67.7%	14.9%
TX	18,381,103	12.94%	2,094,463	8.90%	22.41%	16,286,640	88.6%	4.5%
ACLASTA	3,294,217	2.32%	699,233	2.97%	77.44%	2,594,984	78.8%	31.4%
Total	**142,041,108**	**100%**	**23,522,715**	**100%**	**18%**	**118,518,394**	**83%**	**5%**



- [x] CUBICIN - NEORAL
- [ ] RETINA
- [x] CUBICIN - SEBIVO
- [x] NDD
- [ ] MS - Multiple Sclerosis
- [ ] TX
- [ ] ACLASTA

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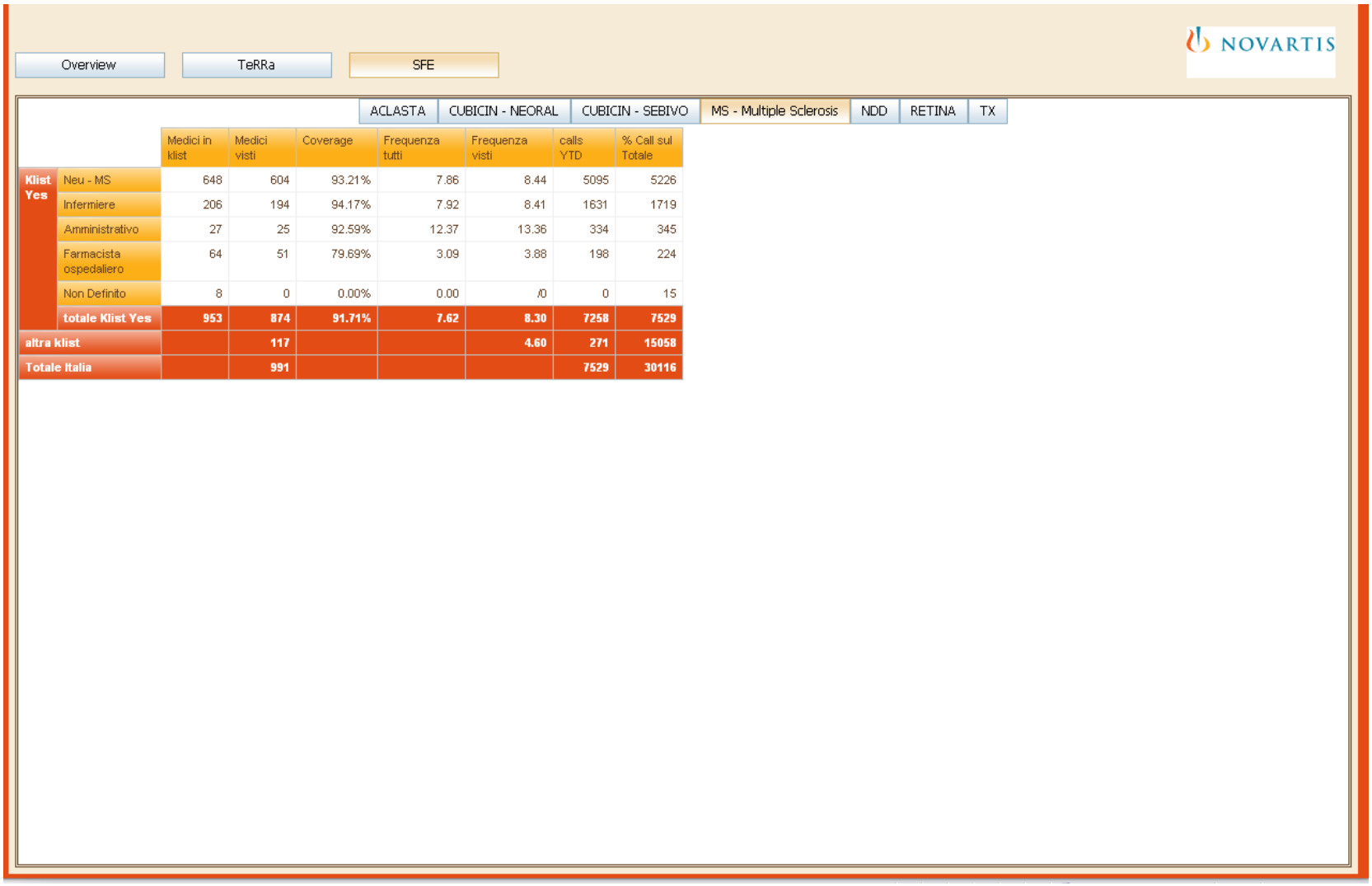
La fase II: dashboarding



Overview | TeRRa | SFE

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ACLASTA | CUBICIN - NEORAL | CUBICIN - SEBIVO | MS - Multiple Sclerosis | NDD | RETINA | TX

		Medici in klist	Medici visti	Coverage	Frequenza tutti	Frequenza visti	calls YTD	% Call sul Totale
Klist Yes	Neu - MS	648	604	93.21%	7.86	8.44	5095	5226
	Infermiere	206	194	94.17%	7.92	8.41	1631	1719
	Amministrativo	27	25	92.59%	12.37	13.36	334	345
	Farmacista ospedaliero	64	51	79.69%	3.09	3.88	198	224
	Non Definito	8	0	0.00%	0.00	/0	0	15
	totale Klist Yes	**953**	**874**	**91.71%**	**7.62**	**8.30**	**7258**	**7529**
altra klist			**117**			**4.60**	**271**	**15058**
Totale Italia			**991**				**7529**	**30116**

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Novartis Italia – Annual Report 2010

Fatturato

1.743 ml di euro (+11% sul 2009)

Export

432 ml di euro (+6% sul 2009)

Ricerca&Sviluppo

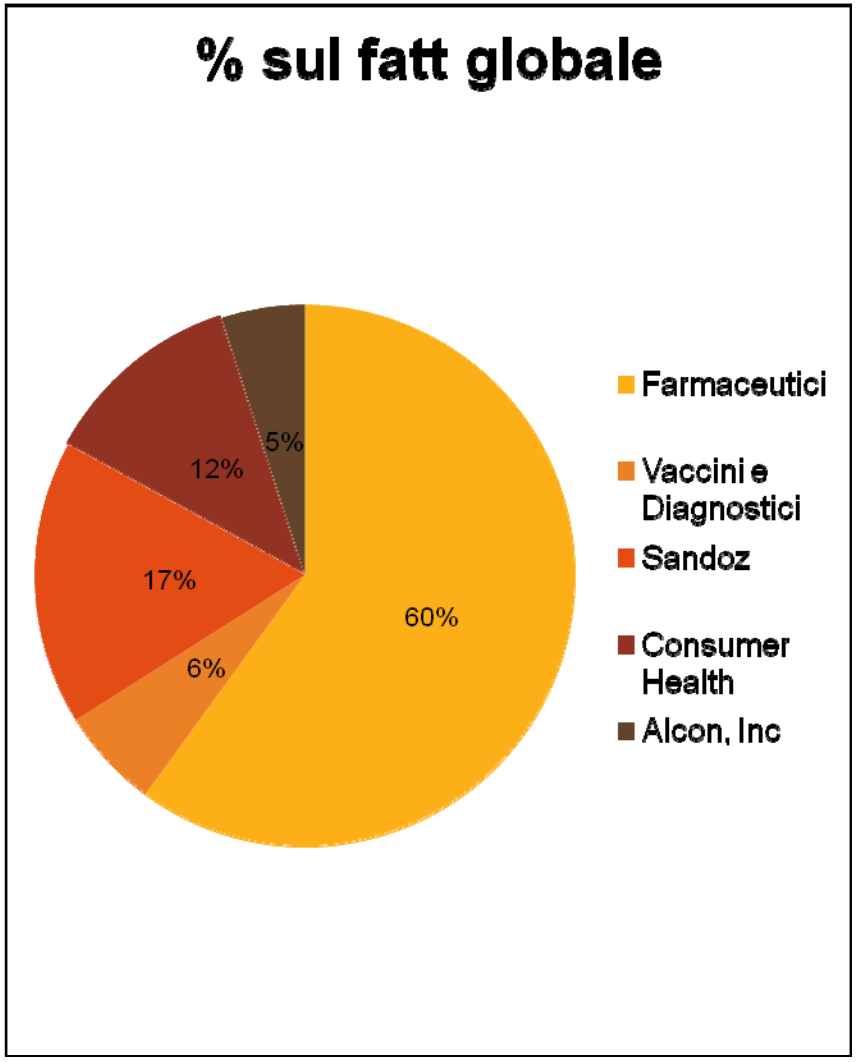
226 ml di euro (+18% sul 2009)

Ricerca Clinica

49,5 ml di euro (+10% nel 2009)

Dipendenti

3900 (3850 nel 2009)



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