

## Data Intelligence Customer Success Story

Bayer Schering Pharma's Global Sales and Marketing team engaged with Data Intelligence to help build a range of Pharma specific Microsoft Business Intelligence solutions.

*"It was important for us to find a partner who combines a deep understanding of complex Pharma data with significant expertise in Microsoft Business Intelligence technology and Data Warehousing - Data Intelligence fits this profile perfectly" - Boris Mirnik, Head of Global Sales and Marketing IT*

### The Challenge

Bayer Schering Pharma's global Sales Force Effectiveness solution is based on Microsoft Business Intelligence technology. One of the main shortcomings was that it only could be deployed to on-line users. This was especially inconvenient for Sales Reps, who spend most of their time travelling. The development team for Global Sales and Marketing approached Data Intelligence to see what Microsoft-based BI solution could address this problem. Boris Mirnik, Head of Global Sales and Marketing IT said "The Data Intelligence consultants were able to understand the problem and propose solutions very quickly."

### The Solution

Data Intelligence recommended leveraging the familiar environment of Excel for the sales rep along with Microsoft's Local cube technology for Desktops. Then by using XLCubed for Excel, sophisticated dashboards or

reports held locally on the reps laptop could be regularly refreshed with the latest data.

The Production system Data Intelligence developed is designed to slice a 'master' database (or cube) into small Local Cubes relevant to a sales reps view of the world. The slice of data each rep receives is entirely configurable by an administrator through a User Interface. Each period, the Local Cubes are shipped to the sales reps allowing their XLCubed based dashboards and reports to be updated automatically within Excel.

Boris Mirnik explained "The cooperation with DI was very constructive. During the development phase DI proved to be very flexible and managed our changing requirements in a professional way"

Dashboard - Overview 2008

Time: 2008, Tab: Global, Current View: Profit Law, SFE: All, Employee: All

Financial KPIs	Actual	Trend	Actual vs Plan	Target
Market Share	32,135,550	▲	▲	32,135,550
Market Share Growth Rate	48.8%	▲	▲	48.8%
Market Share of Product A	28.3%	▲	▲	28.3%

  

SFE KPIs	Actual	Trend	Actual vs Plan	Target
Customer Satisfaction	4,343	▲	▲	4,343
On-Time Delivery	0	▲	▲	0
Quality Score	10	▲	▲	10
Customer Retention Rate	9	▲	▲	9
Product Sales Growth	30	▲	▲	30
Customer Satisfaction Index	7,565	▲	▲	7,565

  

Number of Product Details by Product	Actual	Trend	Actual vs Plan	Target
All	7,565	▲	▲	7,565
Market	3,359	▲	▲	3,359
Unknown	7,349	▲	▲	7,349

### The Results

Boris Mirnik continued "We are now able to use our solution off-line without the need to change the core application. This allows new user groups to rapidly participate and get the advantages from our investments in the overall SFE application.

*"We consider our cooperation with DI to be successful and will continue to engage Data Intelligence in our future Business Intelligence projects." - Boris Mirnik, Head of Global Sales and Marketing IT*

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