

Data Intelligence Customer Success Story

Bristol-Myers Squibb is a leading provider of medicines to fight cancer, cardiovascular and infectious diseases -- including HIV/AIDS -- and serious mental illness.

BMS UK - Data Intelligence successfully solves customer's sales and market research reporting and analytics problems.

The Challenge

The existing systems to handle B-MS's Sales and Market Research reports and analytics were custom built on Access and Excel. The increasing complexity of the business and personnel changes led to the system performance deteriorating and it was proving time consuming and expensive to maintain. Multiple data sources needed to be integrated to facilitate the complexity of the reporting and analysis required. Too much time was spent validating, correcting and manually manipulating data with insufficient time left to perform in-depth analysis.

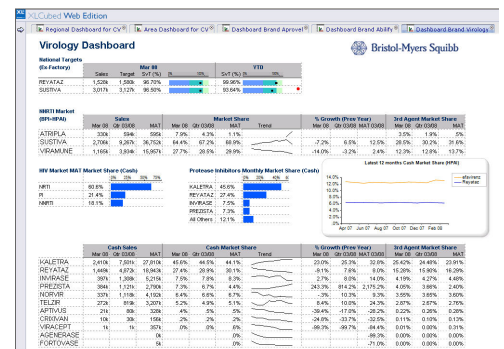
“Our previous data platform and reporting tools were based on old technology and prone to error. The flexibility inherent in PharmaANALYTICS™ allows us to respond quickly to new business opportunities and challenges.” - Mike Hope - B-MS Sales Force Operations Manager

Overall, there was a poor flow of data to the brand teams and sales force with a lack of support for analytical and reporting tools for Key Account Managers.

Previously there was a heavy reliance on individual knowledge to support the reports and analytics and with on-going personnel changes BMS did not want to invest in acquiring the in-house expertise to build and maintain the system required. Instead, BMS wanted a partner to build a system and manage their data to ensure that there was a degree of continuity.

The Solution

After a thorough evaluation of companies specialising in Pharma Business Intelligence solutions, B-MS selected the PharmaANALYTICS™ platform and XLCubed from Data Intelligence.



Within three months, the first successful production run of the BMS PharmaANALYTICS™ instance had been completed. The resulting Microsoft SQL Server™ Analysis Services Cube contained 23 integrated data sources, representing over 40 files. In parallel, over 100 integrated dashboards and reports covering all the needs of the brand teams, sales force, market research, healthcare management teams and senior management team were developed leveraging XLCubed.

“This is a great system. It's all I need” - B-MS UK Managing Director.

The Results

The system has now been successfully rolled-out across the BMS UK organisation to “tremendous feedback”, as Mike Hope says. He continues “Data Intelligence’s obvious understanding of Pharma and its data sources was a major advantage. This was as much a selling point as the PharmaANALYTICS™ platform itself. We have found all Data Intelligence staff to be highly knowledgeable in

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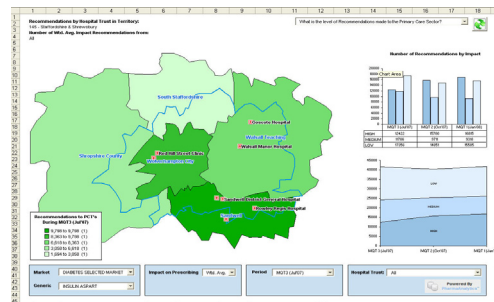
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their field and also totally customer focussed and responsive to our needs. Mike Hope continued “By totally understanding our business needs and providing innovative solutions Data Intelligence are a true BI partner”

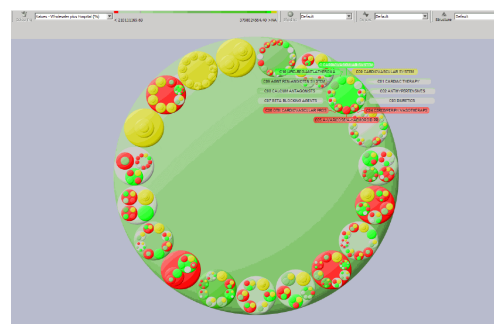
PharmaAnalytics™ worked extremely well - the reps were really excited with the new system so thanks for your hard work in getting the sales data in the public domain!!” - BMS Area Business Manager.

The Future

B-MS’s objective to be a leading BioPharma company means being nimble, agile and entrepreneurial. According to Mike Hope the new platform’s “inherent flexibility” provides B-MS with a business tool that will rapidly adapt to the changing business needs. In addition, the open nature of the platform will enable B-MS to develop new visualisations and applications to support their changing business model.



Mapping analyses extend the range of visualisations possible with the PharmaAnalytics™ platform.



An example of a Fractal Map built from the BMS PharmaAnalytics™ cube showing outliers in account growths nationally.

Data Intelligence has developed a suite of products and services to address the issues BMS faced:

- **PharmaANALYTICS™ Platform** - PharmaANALYTICS™ is an innovative technology platform, which leverages the very latest Microsoft OLAP technology, Analysis Services, to provide a single integrated sales and marketing cube. PharmaANALYTICS™ has been designed by a team of experts with significant experience in the pharmaceutical industry. PharmaANALYTICS™ models over twenty five pharmaceutical sales and market research syndicated, customised and internal data sources and harmonises them into a single, tightly integrated and easy-to-use cube.

- **Market Review** – Leveraging PharmaAnalytics™ Market Review is designed to offer best-practice reporting to service the individual needs of the marketing fraternity. Rapid development, utilising our technology framework, ensures that the expected benefits are realised in a short timescale thus providing the highest ROI.

- **XL Cubed** – Data Intelligence is proud to partner with XL Cubed, a leading provider of front-end dashboard, analysis and reporting tools. Leveraging the power of the PharmaANALYTICS™ platform and Excel, XL Cubed’s tools are easy for anyone to use, and powerful enough to quickly progress an analysis from seeing what is happening to clearly understanding why.

- **Implementation** – Implementation of the PharmaANALYTICS™ platform includes:

- Modelling your external and internal data into PharmaAnalytics™
- Developing customised dashboards and reports on a choice of front-ends aligned to you and your users’ needs
- Ongoing production
- Secure hosting

For a free initial consultation to see how we can help meet your Business Intelligence needs for integrated data please call us on: +44-(0)1753 701838 or +44-(0)797-119 0836 or email us at info@data-intel.co.uk.