



AUTHOR

Hamish Imrie
Partner

SECTOR

Pharmaceuticals

DIVISION

Sales

REGION

United Kingdom

APPROACH

Global Bio-Pharma
Multidimensional live reporting
Real actionable insights
Cross-module analysis
QlikView
Lavastorm

CASE STUDY

Facilitating change in a financial division through a Global Sales Report

With an intimate knowledge of QlikView and a wealth of Big Pharma experience, Pomerol Partners have delivered a market-leading platform to visualise and enhance sales performance.

Multi-dimensional live reporting drives real actionable insights and a true competitive advantage for the client, a leading US-based global bio-pharmaceutical giant addressing 170 unique markets. Pomerol sought an efficient and transparent visualization process to support their growing data needs and gain a competitive sales and market advantage using agile business analytics for big data.

Problem

The Pharmaceutical giant was predominantly reporting the companies performance with Excel. There was a lot of inconsistency in the reporting metrics and interpretation of information across the business.

The client had grown through acquisition of product portfolios and thus led to a higher number of source systems and data formats with no centralised or consolidated views.

There was also a need to build a pricing matrix tool to better estimate the impact of off-invoice transactions and to drive more accurate accruals

Other key problems included:

- Frustrations in using a 3rd party data service provider
- Explicit lack of confidence in data quality and accuracy by key decision-makers
- Unravelling and correctly reallocating the performance of their direct and wholesale sales approach
- Understanding the growing discrepancy of their sales vs target KPI's
- Growing complexity of using SQL to apply their business logic
- The reactive culture of addressing data validation requests and errors
- Attribution and turnover on the firm's development team

Solution

Changes in business logic, or requests for different views of the SQL tables, required an extensive development effort, incremental costs, as well as independent data validation reporting tools – making it impossible to foster an agile and responsive service needed to stay on pace with the evolving business landscape.

Pomerol Partners, a best in class global data visualization consultancy, first digested the requirements, then wire-framed and implemented a solution in a collaborative technology approach.

This allows seamless data preparation and analysis – first visualizing (Qlik) all the data and then transforming (Infogix/Lavastorm) all of it, with a proof of concept ready and confidence restored in just 20 days.

Below are some of the data cleanse processes that were carried out for the client

- Advanced ETL producing clean, credible data that key stakeholders can rely on
- Cross module analysis incorporating SAP, market share, patient and CRM data
- Granular reporting at a Sales rep and account level across 140 individual markets
- Sales performance and incentive management
- Actionable insights that drive daily decision making

Result

Pomerol's solution provided the client with agility as their analysts can now implement immediate changes to input variables and produce accurate, current and past data outputs of an assortment of formats, including Excel and QlikView rather than relying on a 3rd party service provider

Another qualitative impact was around the transparency delivered to the client. The complementary techniques of the visualization process which highlights data issues in Qlik, with the associated corrected logic embedded in Infogix (Lavastorm) not only re-established data trust but also provided a “whiteboard” view of their data to all the business users.

We're ready to partner with your leadership team to future proof your business.

About Pomerol

We create and deliver meaningful Data-Driven Business Focused Solutions & Services. We've been operating in Data Analytics and Intelligence Reporting for over 6 years within Pomerol and our Partners have a cumulative 100 years in Global Experience. Pomerol partners with our clients to optimise the intersect between changing business demands, technological progress and sustainable business growth.

Contact us

London

+44 (0) 203 998 3253
info@pomerolpartners.com
Pomerol Partners TOG, Scott House
Suite 1, The Concourse,
Waterloo Station, SE17LY

Chicago

+1 (773) 831 7773
info@pomerolpartners.com
1341 W Fullerton, Suite 232,
Chicago IL 60614

Kansas City

+1 (773) 831 7773
info@pomerolpartners.com
10900 S Clay Blair Blvd
Suite 1900
Olathe, KS 66061

Austin

+1 (773) 831 7773
info@pomerolpartners.com
Frost Bank Tower, 401 Congress Avenue,
Suite 1540,
Austin, Texas, 78701

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