



# Case Study Nycomed Deutschland GmbH

## Scorecard Sales Performance

### The Company

Nycomed is a pharmaceutical company that provides medicines and products for hospitals, specialists and general practitioners, as well as over-the-counter medicines in selected markets. Nycomed has a presence in about 50 markets worldwide, operating throughout Europe and in fast-growing markets such as Latin America, Russia/CIS and the Asia-Pacific region. Privately owned, the combined group had annual sales in 2006 of approx. 3.4 billion Euros and an EBITDA of approx. 933.4 billion Euros.

### The Requirements: Complex Scorecards as a Reporting Environment on the Web

The Nycomed group gears its business activity to long-term profitable growth. Focus is put on an efficient sales organization. In order to be able to consistently evaluate sales performance on a transnational level, the group has put together a catalogue of KPIs on the basis of standardized data and competitive analyses in form of complex scorecards. These measurements are to identify the most significant value drivers and generate information for the Management.

Both content as well as layout in form of presentation graphics were almost fully available before the technical realization of the "Selling Excellence Scorecards", furthermore an overview of the required data and their sources. Prerequisites for the implementation were:

- A fast, flexible and easy-to-model database
- A front-end tool for the development of the dynamic web application
- Navigation across the entire hierarchy

The Jedox tools Palo and Worksheet Server stood out among a variety of software products. Besides the comparably low cost, the package impressed by promising a perfectly integrated solution both on the data side as well as for the scorecards.



The pharmaceutical company Nycomed Deutschland GmbH implemented with Palo and Worksheet Server a web application that makes corporate-wide defined KPIs available to measure the sales performance in form of scorecards. With the tools by Jedox, the competent department was able to adopt their concepts and implement the solution expeditiously, and they are now in a position to continuously refine the solution on their own.

#### SYSTEM

- CRM, SAP UND ANDERE VORSYSTEME
- PALO OLAP SERVER
- PALO WORKSHEET SERVER

*»For the first time we managed to roll-out a system which allowed us to conduct user trainings with an emphasis on information content instead of technology.«*

Gerhard Klingele, Senior Director Finance & IT at Nycomed Deutschland

## The solution: Intelligent Data Model for High Performance

Foundation of the scorecards is a multidimensional data model on the basis of the OLAP database Palo. More than 40 import processes reconcile data from several various sources.

### DATA MODEL

The data model in Palo consists of more than 30 dimensions with up to one thousand elements, or respectively, 20 cubes with up to five dimensions each. The complex structure was necessary since there are, to some extent, data to be stored on aggregated levels as well. The many cubes with few dimensions ensure a high data density, which in turn results in high performance.

### DEVELOPMENT OF THE SCORECARDS

The Worksheet Server is used to develop the scorecards. Essentially, it solves the 3 main tasks:

- Displays the data retrieved from the Palo cubes
- Navigation
- Access Control

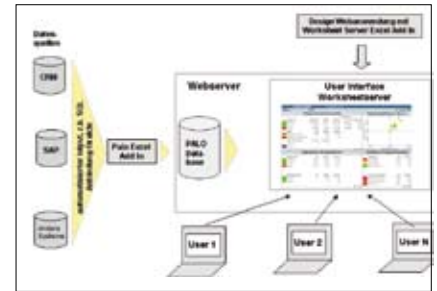
The advantage of the integration of Microsoft Excel® with Palo and Worksheet Server is evident: For one, the data from the Palo cubes are being displayed in Excel, and for another, the Worksheet Server functions produce enhanced chart graphs from these data. Conditional formatting is used for the traffic-light function, and specific Worksheet Server hyperlink functions in connection with the Palo dimensions for navigation and access control.

The application was entirely built by the department's staff members, who already have a profound knowledge of these tools. With the support of Jedox it was possible to complete the solution on schedule, by no means the norm for projects comparable in complexity. Further development, as well, is handled by the competent department.

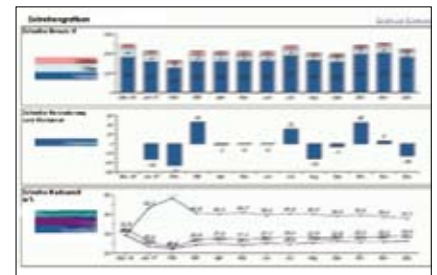
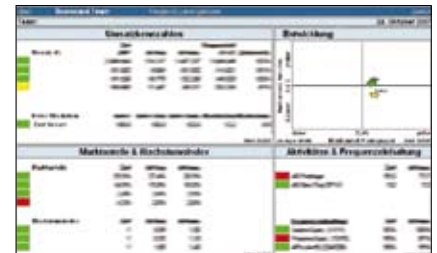
Project Leader Gerd Hefler, responsible for Sales Analysis at Nycomed Deutschland explains: *»Being independently in charge of our BI solution was important to us. The Jedox tools allow us to make changes to the system ourselves at any time.«*

## The Result: Valuable Information with Convenient Access

The results of the performance tests were confirmed with the roll-out: The rendering time of 0.5 to 0.7 seconds and the refreshing of the screen in approx. 1.5 seconds are very good considering the complex analyses. The result is a high user acceptance due to the application's clear, by graphics supported display of the scorecards, convenient access via web browser or local Excel installations and good performance.



Development of the scorecards with Microsoft Excel and Palo Worksheet Server



Examples of a variety of scorecards

Jedox, Palo and Worksheet Server™ are trademarks or rather registered trademarks of Jedox AG. All other product names are trademarks of the respective companies. © 2002-2009 by Jedox