

## How a Pharmaceutical Company Enhanced its Reporting and Analytics for Sample Administration

### Background

An expensive but necessary activity, the sales force for major pharmaceutical companies often distribute product samples to physicians. Distributing samples accelerates introductions of new and existing drugs, educates physicians and demonstrates the effectiveness of a medication, especially when new. Closely tracking distributions of samples is therefore important to decision makers and to sales and marketing organizations: they can see where samples are going, how effective they are at stimulating interest among physicians, plan manufacturing and allocate additional samples. Analyzing the flow of samples provides a wealth of valuable information that can be used to fuel sales and growth.

### Client's Business Problem

A major pharmaceutical company maintained historical transactional data on sample distribution to physicians as well as shipments and returns from members of the field on an operational system that produced standard pharmaceutical reports. The reports were used for core administrative purposes and fulfilled basic requirements. But the system lacked the ability to perform extensive sample administration reporting for both operational and analytical use. Serving ad-hoc requests from the business operational users would often take the IT department hours—or even days—and were compounded by the sheer volume of data. Yet the ad-hoc requests from marketing, sales and executive teams were crucial to the company's ability to know what was going on with the drug in the field and to facilitate accurate and timely decision-making.

- In order to significantly improve the entire forecasting process, the client required a business process management (BPM) solution that would enable the creation and ongoing maintenance of sophisticated, automated financial models, and enable the fast and accurate generation of comprehensive monthly forecasts for each contract.

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Director of Government Contracts

### The Solution

Since FYI Solutions had previously completed a complex BPM transformation project for the pharmaceutical company, it was once again selected to develop and implement the new system. "The first project we used FYI Solutions for was so successful, we brought them back for the second project. I knew how they worked, I knew they were very cooperative and they understood our business," said the client's IT project manager.

FYI Solutions began with an exhaustive analysis of existing processes and system requirements. From there, FYI Solutions designed, developed and implemented a business performance management system that incorporated:

- A customized Cognos® enterprise planning application to enable fast and accurate data analysis and forecasting in a single, unified and secure planning environment.

# An FYI Case Study

- A secured Oracle® datamart to serve as the central repository of all the integrated information needed to analyze, monitor, forecast and report usage and pricing
- A flexible Cognos business intelligence reporting application to allow for the generation of real-time, self-service reports

## The Result

The project was completed on time and within budget, giving the government forecasting team a fast and accurate process that provided meaningful data and reports necessary for effective contract pricing. Among the specific benefits of the project:

The government forecast is now predicated on a monthly basis.

- The pricing module computes the various product prices within each of the various pricing schedules by contract, product and NDC-11 code
- The contract process extracts contract details from the system and applies contract/product specific discounts
- The forecast summarization can roll the data up to a product family level for quick internal validation
- All data is now published to staging area tables on a nightly basis for addition or replacement of data
- The models have been integrated into a documented business flow so that when assumptions change, the models can be updated in minutes instead of weeks.

In addition, the client was able to achieve significant cost savings through more accurate contract pricing, a streamlined and expedited process, and the re-deployment of key resources no longer needed to support the process. In addition to the time- and labor-saving benefits, the solution minimized the need for manual entry and the likelihood of error throughout the forecasting process.

“FYI Solutions lived up to everything they said they would do” said the client’s Director of Government Contracts. “They were able to evaluate our complex methodology from both a business and technical perspective, and developed a comprehensive solution using our existing technology. The most important thing was that they partnered with us. They worked with us as a team, remained flexible and helped us address any issues that came up to make sure the project was kept on track. FYI Solutions is a great company to work with.”

## Contact FYI Solutions

Ask how our targeted, experienced solutions can help you deliver timely and trusted information for better business outcomes.

**(973) 331-9050**  
**[www.FYIsolutions.com](http://www.FYIsolutions.com)**

## About FYI Solutions

At FYI Solutions, we have a mission: to unlock the power of your business intelligence investment. By studying your business environment—from processes to information flow to data architecture—we identify and strengthen weak links throughout your entire reporting ecosystem in order to boost the productivity of your information delivery system. In the end, you’ll access the data you need more easily, efficiently, and powerfully. Simply put, you’ll have increased your ROI—that is, your return on intelligence.



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