



# Qlik for Life Sciences: executive dashboards and scorecards

## Keep top-level decision-makers connected and in control wherever they are

### Challenge

Executives in today's life sciences companies understand that they have never been more accountable. With rapidly changing regulations and new global market pressures, your executive teams need clear, reliable, and real-time performance data on everything from corporate balance sheets to the latest clinical trial results. And they need that information whether they are at headquarters or half a world away.

With Qlik for Mobile, executive teams track key performance indicators (KPIs) wherever they are – using mobile devices, including iPhones, iPads and Androids, to view dashboard KPIs and analyze huge volumes of enterprise data to get fast answers to critical questions. Your executives can get the comprehensive, visually-rich metrics they need – for departments, lines of business, acquisitions, and drug therapies – all in real time. And unlike other mobile BI solutions, Qlik for Mobile lets you dive deep using only your device – getting answers to questions on the fly based on all of your relevant enterprise data.

### Solution

As your busy CEOs, CFOs, and CIOs travel around the country and around the world, they can all stay connected and in control using their iPads or iPhones. They can see the details behind highly visual performance benchmarks and scorecards, to gain insight into future performance or to find and mitigate emerging risks. Using Qlik for Mobile, your executives can view role-based dashboards and score cards for your CEO, COO, CIO, CFO, CTO/CSO, and of course, your R&D Chair. With Qlik, your executive team and the rest of your enterprise can:

- Transform your business and gain a sustainable competitive advantage
- Make faster, better business and clinical decisions
- Shorten discovery-to-commercialization product cycles
- Reduce the time and cost of regulatory compliance
- Increase sales performance and revenues
- Better evaluate investment decisions, M&A
- Track & assess company, division, departmental, business unit and product performance
- Monitor costs, revenues, and profit impact

Best of all, your executives can still interact with Qlik apps and information – even when their devices are disconnected from service. The Qlik iOS app for iPhone and iPad supports a powerful disconnected mode that lets executives – or anyone else using the app – work with Qlik even when they are offline. The app pre-downloads all of the key figures and supporting data, so even if your CEO's iPad has no service, she can still report on the company's latest developments and continue to analyze the underlying data.

### Customer examples

- Genzyme uses Qlik for the executive Balanced Scorecard. The Scorecard provides top level and overall management analysis and reporting against business strategy and future planning. They see multiple views and detailed data for all key business areas e.g. customers, finance, internal processes, learning and growth; coupled with progress against departments i.e. sales, finance and legal, based on overall objectives set. Reports that used to take days or even weeks to generate can now be maintained and available for viewing on an ongoing basis.
- One of the 20 leading pharmaceuticals companies worldwide with more than 41,000 employees has built an interactive corporate executive dashboard that shows relevant figures and developments across different countries and business units using clear, at-a-glance graphics. They intend to deploy globally.



Example: Balanced Scorecard, Courtesy of Genzyme

“ We started working with Qlik in the financial area, since our initial concern was to clearly present our current financial performance, which we monitor on a monthly basis. With the Qlik corporate executive dashboard, management will be able to better see how product sales are faring in various countries and regions at a glance. In addition, we would like to make trends and developments more transparent through access to historical figures. ”

— Project Manager for Leading Global Independent Pharmaceutical company

