

# Qlik® for Life Sciences

## Top 10 solutions for pharmaceutical and biopharmaceutical companies

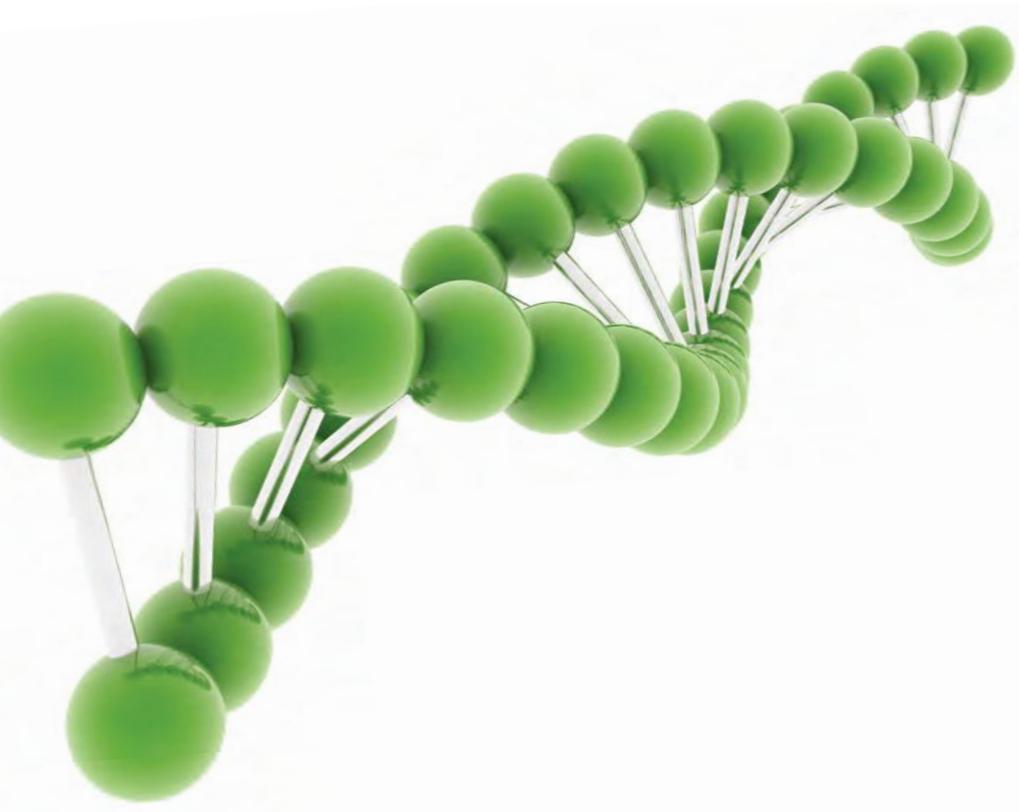
All 20 of the world's leading life sciences organizations rely on Qlik to empower business users and decision-makers by providing access to on-demand analytics and insight anywhere, anytime.

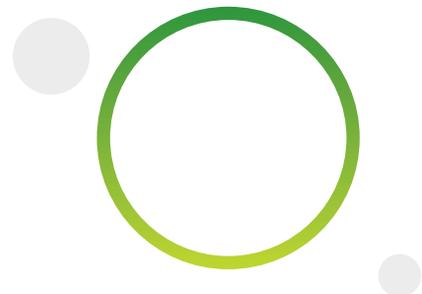
Qlik® delivers true self-service BI that empowers business users by driving innovative decision-making. While Qlik can be applied to practically any business area, the top-10 solutions for life sciences highlight some of the most common areas Qlik is deployed across pharmaceutical, biopharmaceutical and related industries.

Each solution includes examples of Qlik apps that are intended to showcase the art of the possible and act as a best practice example of deploying Qlik in a particular business area. The following one-page solution data sheets are comprised of an overview, sample app screenshots and real-world customer stories. Examples of each solution can be demonstrated or shared by contacting your Qlik representative.

### Top 10 Qlik Life Science Solution Areas:

- Executive Dashboards and Scorecards
- Regulatory Compliance, Drug Safety and Pharmacovigilance
- Sales Automation: Territory Planning, Assessment, and Management
- Physician and Patient Analysis and Targeting
- Product and Portfolio Management
- Clinical Trial Management
- Financial Management: Costing and Profitability
- Supply Chain and Supplier Relationship Management
- Contract and Revenue Cycle Management
- Manufacturing Intelligence and Optimization





# Qlik for Life Sciences: sales automation

## Maximize sales performance and assess territories to drive increased revenues and future strategies

### Challenge

For complex companies in the life sciences industry, managing sales territories across dispersed teams and complex product offerings can be a challenging undertaking. Sales managers need a complete view of performance throughout the sales organization to drive better results. Individual reps need a way to target the right physicians, plan their calls and visits for maximum effectiveness, and measure their own performance over time – whether they're on the road or in the office. Unfortunately, realizing these objectives often requires data aggregation across multiple sources – typically achieved through time-consuming error-prone manual effort.

### Solution

High-performance apps built for Qlik were created to help companies like yours plan, assess, and manage their territories with greater efficiency and effectiveness. These self-service BI apps, developed with Qlik partners, make relevant information available to your sales managers and reps – anywhere, anytime. With Qlik, your sales team can:

- Track and measure real-time sales performance by country, region, state, rep, and product or portfolio on dashboards and scorecards
- Compare performance and drill down for details to drive better results
- Increase visibility into physician influencers and key opinion leaders (KOLs)
- Improve territory planning and call effectiveness
- Target physicians proactively versus merely reporting on past interactions
- View new e-detailing updates in seconds
- Analyze data ranging from TRx/NRx, market %, physician profile, and call frequency

### Customer examples

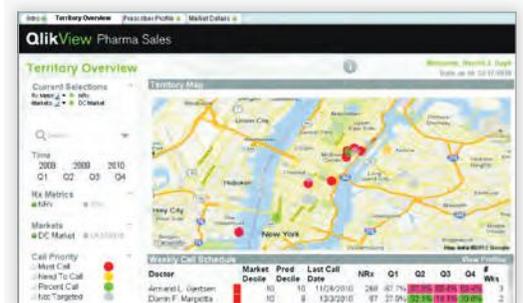
- Genzyme deployed a CRM application on Qlik to improve customer and sales activity intelligence. The solution gives a single view for all activity with customers including trends, forecasting and results – detailed by salesperson, product, account level and geography. It also tracks sales activity by target and achievements – factoring in future planning – and segments customer contacts by region with coverage and buying/revenue activity by product.
- By rolling Qlik out to the field sales organization, GSK China has been able to perform detailed customer visit and competitive analysis while improving territory planning and management.
- GSK US mobilized business discovery to their entire field sales organization and restructured compensation based on hitting strategic business goals.
- Lundbeck deployed Qlik on i-Pads and enabled write-back capabilities to their CRM system to update records and improve communications in real time.



Example: Rx Sales to measure and monitor sales rep performance

“ I’ve had great feedback from a variety of people within Genzyme, including a member of our sales team stating that the team liked Qlik as it ‘kept it simple’ and allowed them to focus on their day-to-day jobs with detailed intelligence allowing them to focus on key customer areas and exceeding their sales target. ”

— James Sharp, Regional IT Manager, Genzyme Therapeutics Ltd



Example: Rx Sales to measure and monitor sales rep performance



# Qlik for Life Sciences: financial management—costing and profitability

## Analyzing spend and P&L to unlock hidden productivity and profit opportunities

### Challenge

For pharmaceutical and life sciences companies like yours, data is the cornerstone of your business and access to timely and reliable information can mean the difference between success and failure. And with today's growing global competition and a more stringent regulatory climate, you need to get more productivity and value from your entire business infrastructure – from your people, your facilities, even your equipment.

Qlik can help. You can bring more innovation to market, while simultaneously containing costs, increasing revenue, and mitigating non-compliance risk. Qlik can help you achieve full reporting compliance, hit milestones and spend targets, and improve margins. It leverages information across your enterprise and around the world. You can improve visibility into sales revenue, operational processes and costs, and get the information you need for faster, smarter decision making.

### Solution

High-performance, self-service BI apps built for Qlik with Qlik partners are designed to help companies like yours seize every opportunity to improve productivity and profit, so you can:

- Improve visibility into P&Ls by division, product category, region, business unit, and therapeutic area
- Accelerate development and monetization of new therapeutics
- Reduce operational costs and streamline processes with tighter controls over R&D and clinical expenses
- Analyze sales margins, pricing, procurement spend, and vendor/supplier spend
- Better track asset depreciation, as well as expenses around travel and entertainment, legal and contractor services, telephony and mobile, etc.
- Implement activity-based costing
- Create flash balance sheets

Qlik also supports automated and agile processes to manage and report on your financial performance. It eliminates the need for manual intervention and poor visibility into accounting processes and underlying data. Using Qlik, your financial executives can:

- Automate processes to consolidate financial reporting
- Track P/L views from the enterprise to individual cost centers
- Improve financial controls and predictability of performance
- Follow progress toward revenue targets with scorecard KPIs
- Reduce the time and cost of regulatory compliance (IFRS, SOX, etc.)



Example: Expense Management App. Developed by Project Brokers, Elite Qlik Solution Provider

“ 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 a global, independent pharma & animal health leader

## Customer examples

- Genzyme deployed Qlik across all major operations including users in finance, sales, marketing, HR, IT, and more. They have been able to save over 8 hours per week in finance and greatly improved reporting accuracy.
- With Qlik, Merck Sharp & Dohme (MSD) has insight into all its relevant rules-based financial information, anytime. It can analyze product, inventory, pricing, and sales data in no time - all focused on driving corporate profitability. With Qlik Server, MSD easily supports security and visibility. It can now analyze large data volumes and simplify its budgeting – all while remain fully compliant with their unique financial reporting rules.
- In negotiating contracts with managed care organizations, Daiichi-Sankyo uses PharmaLytics, powered by Qlik, to understand the impact of discount levels and formulary restrictions on deal profitability and product performance. Negotiators can quickly ascertain discount exposure, margins and product performance; and predict financial outcomes of numerous contracting scenarios prior to contract signatures.





# Qlik for Life Sciences: supply chain and supplier relationship management

## Optimizing your supply chain and supplier relationships to improve performance and profit

### Challenge

For pharmaceutical and biotech firms, increasing complexity is simply a fact of life. Whether it's researching new compounds or analyzing clinical trial data, nothing is simple –including managing your supply network. The fact is that without clear visibility into operations, supplies, inventory, vendors, and supplier relationships, you can't collaborate with partners or make the right daily decisions that make your supply chain your competitive advantage.

That's why some of the biggest global companies are using Qlik to make their own supply networks more competitive by streamlining operations, improving quality, and lowering cost. Qlik provides the metrics and analytics you need to make improvements across the supply network: From tracking supplier performance to identifying top vendors. You can analyze procurement to aggregate suppliers and improve your price negotiating position across R&D, clinical, and manufacturing operations.

### Solution

High-performance, self-service BI apps built for Qlik with Qlik partners are designed to help companies like yours leverage information across your enterprise and global supplier network, so you can:

- Reduce operational costs and streamline processes
- Measure and assess sourcing and supplier performance
- Improve forecasting and planning for production & inventory
- Provide multi-division and tiered analysis
- Distribution mapping, safety, and compliance
- Better manage and map supplier relationships, data comparisons and redundancy
- Provide complex multi-stream project management
- Assess supplier sourcing and demographics
- Improve contract compliance and management
- Provide actionable procurement analysis

Qlik can also integrate your global supply chain – even if your supply and distribution channels vary considerably by geography, product type, local regulatory approvals, commercial relationships, and other factors. Qlik can help you account for those variances and minimize any adverse effects to cost and competitiveness. You can:

- Increase collaboration with customers and partners
- Improve visibility into inventories of distributors and major pharmacies
- Eliminate data errors and redundancies across supply chain databases
- Reduce stock outages, surpluses and operational costs
- Track conformance with Pharmaceutical Supply Chain Initiative (PSCI) best practices

### Customer examples

- A world leader in injectable drugs and infusion technologies uses Qlik to meet the challenge of rising costs in healthcare. They were able to reduce inventory waste and improve on-time project delivery both by more than 5%, and saving over \$2 million annually using Qlik.com<sup>TM</sup>.
- FFF Enterprises, a leading multidimensional healthcare company, implemented Qlik across 3 divisions in 4 weeks to do comprehensive Supply Chain Analysis. With Qlik, they were able to provide up-to-date figures on demand chain synchronizing planning by business partners and customers, which enabled them to meet the heightened flu vaccine demand, shipping over 1 million doses.
- Advantage Pharmacy Group, uses Qlik for analyzing stock, sales, margins, and performance, they were able to provide greater control over margins and optimize product ordering with store allocation accurately reflecting demand



Example: Supplier Spend Analysis App

“ Qlik is a great, flexible tool that supports our people. When I saw that we shipped a million doses of the flu vaccine to one of our largest customers, I sent a voicemail to the team. There were ‘high-fives’ all around! ”

— Bob Coates, Vice President of Technology, FFF Enterprises



# Qlik for Life Sciences: contract and revenue cycle management

## Get more profit and revenue out of your contract negotiations and account receivables

### Challenge

When it comes to negotiating more profitable contracts with managed care organizations, pharmacies, and distributors, far too often analysts spend more time aggregating data from different sources than actually analyzing it. Cost and revenue projections are manually created, increasing the risk of error. What's worse, many companies don't fully understand a contract's margins, discount exposure, and sales performance until after the deal is signed. And far too often, the same lack of insight extends to the rest of the revenue stream: Which means missing opportunities for more proactive – and profitable – billing and collection practices.

### Solution

High-performance apps built for Qlik were created to help companies like yours improve contract performance and revenue management. These self-service BI apps, developed with Qlik partners, bring millions of records together and enable your contract and account analysts to:

- Negotiate better contracts with managed care organizations
- Transform sales operations
- Reduce operational costs and streamline processes
- Manage better billing and collections for accounts receivable and track and uncover delinquencies
- Track contracts and rebates
- Analyze accounts payable
- Better budget and forecast
- Run what if scenarios for pricing and contracting

### Customer examples

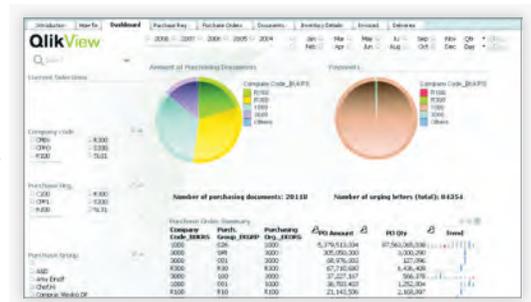
- Daiichi-Sankyo wanted to negotiate more profitable deals with managed care organizations. It uses PharmaLytics, powered by Qlik, to understand the impact of discount levels and formulary restrictions on deal profitability and product performance. Contract negotiators can predict financial outcomes of numerous contracting scenarios prior to contract signatures, and use enhanced modeling to improve deal profitability and targeting.
- Actavis Russia wanted to bring all of its complex data together into a single information portal that would increase the efficiency and speed of its financial reporting. Using Qlik, Actavis built a comprehensive analytical platform that delivers fast and effective data analysis to reduce report generation times by 50% and response times to report requests by 72%.



Example: Managed Markets

“ PharmaLytics Reporting, powered by Qlik, eliminates redundancy and allows us to use our reports as the sole source of truth. Now, we spend our time talking about how to run the business instead of how to run the numbers. ”

— Edward McAdam, Senior Director of Contracting, Pricing, and Analytics, Daiichi-Sankyo, Inc.



Example: Contracting and Purchasing Demo



# Qlik for Life Sciences: manufacturing intelligence

## Take control of your entire manufacturing operation to maximize quality, efficiency, and output

### Challenge

When it comes to manufacturing in today's life sciences companies, it's no longer enough to ensure compliance with GMP, cGMP, GLP, cGLP, and other quality and safety guidelines. You also have to do more with less. Unfortunately, many life sciences companies have isolated manufacturing processes, with highly proprietary and facility-specific production planning and monitoring systems. When manufacturing facilities operate in virtual isolation to each other and other key operations in the company, then excess delays, inventory, and costs can result.

Qlik can break through those information and process barriers. It leverages information across your enterprise and around the world to improve visibility into operational processes, manufacturing sites, staffing and equipment, and product quality for faster, smarter decision making. With Qlik you can increase plant efficiency, lower inventory and waste, and reduce productions costs - all while preserving the highest levels of safety and compliance.

### Solution

High-performance, self-service BI apps built for Qlik with Qlik partners help leading life sciences manufacturers worldwide to:

- Drive sourcing and procurement efficiencies
- Measure and monitor plant utilization and efficiency
- Manage asset infrastructure more efficiently and consistently
- Improve enterprise governance of risk, safety, and regulatory compliance
- Improve collaboration with partners and suppliers with visibility across the entire value chain

Qlik lets pharmaceutical companies improve production forecasting and reduce manufacturing facility downtime. In addition, companies can:

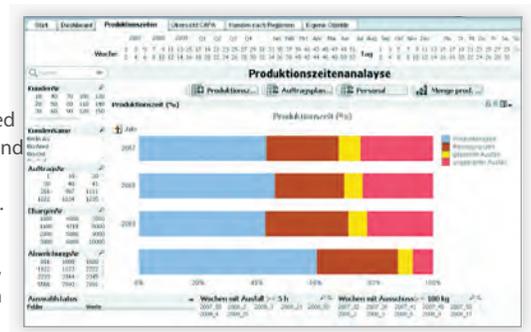
- Identify staffing and supply gaps, measure and trend production and capacity, and improve performance
- Better monitor and schedule calibrations, cleanings, and in-house equipment audits
- Ensure GMP, cGMP, GLP, cGLP compliance

And when looking to reduce production costs and waste, reducing the time and effort in compliance activities is absolutely critical. Not only can you take advantage of the latest initiatives by regulatory agencies for electronic recording keeping, but your production planners and managers can:

- Refine/extend process improvement methodologies (Six Sigma, Lean)
- Integrate production data with other business and compliance data
- Contribute to higher levels of customer service and regulatory confidence
- Extend operational cost reductions beyond the production floor

### Customer examples

- A global and diversified healthcare leader implemented Qlik across all of its companies to expedite drug discovery and development. Using Qlik, it built a powerful production planning dashboard to optimize its portfolio of development activities. The company can now track costs, planned expenses and delays. Qlik has also helped reduce FDA reporting time by 60%.
- A subgroup within the pharmaceutical and medical products field has a mission to research, develop, manufacture, and market innovative products that improve people and animal health worldwide. The firm uses Qlik in manufacturing for pharmaceutical production, batch analysis, and packaging, and was able to standardize KPIs across all European manufacturing sites, benchmark between sites, and improve quality. Unscheduled downtimes and malfunctions are immediately visible. They saved 1.5 FTE at the site with one application.



Example: Manufacturing Site Uptime Performance App

“ Qlik dashboards serve as ‘command central’ for the management team, giving them an overall view of the business and the ability to drill into the details to identify issues and solve problems quickly. ”

— Analyst, Leading Global Pharmaceutical and Chemicals Company