

Thorogood case study
Pharmaceuticals

Sales Team Performance Reporting for a Pharma Giant

Our client is a global life sciences company, leading in both patented prescription and generic pharmaceuticals. The company is currently implementing the Salesforce cloud-based Veeva Customer Relationship Management system which will be deployed for all business units in over 30 countries globally. They were looking for a performance management reporting application to track sales against targets.





The Vision

The client wanted the Veeva roll-out to be fully supported by a highly standardized QlikView solution on CRM data across all countries. The solution should also give the option for localization and the addition of data from other sources, for example sales data, target data and IMS prescription data. The objective was an analytics template that included at least 80% of the charts required by each market. As markets vary in the number and complexity of data sources, therefore the overall template needed to be adaptable to enable inclusion or exclusion of sales data from SAP or market data from IMS.

Delivering the Vision

The solution employs a template approach to limit the costs of adaptation for each market. QlikView is the selected technology for reporting tools for the client because it has been well received by both IT and business users and it has been successfully

implemented in other areas of the business. The first phase covered 5 markets in Europe and Asia and involves 300 business users in these markets who are sales representatives, business unit managers, country managers and general managers.

The application provides insight into call performance across various customers and territories. Significant value is achieved when it is linked to sales data to relate calls to actual sales. The QlikView reports are integrated into the Salesforce Veeva application providing a seamless experience for Veeva users. From QlikView reports, the user can link directly back into Veeva to schedule a call with an individual customer, enabling the user to resolve immediately and easily any shortfall in required customer contact.

Next Steps

The solution will be extended to over 30 markets as Veeva is extended.



Find out more:

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