

Biogen Idec Deploys Agile Reporting Solution Using Denodo to Provide Accurate Daily Sales Reports Across 90 Countries, including Distributors and Wholesalers.



www.biogenidec.com

Industry

Pharmaceuticals & Life Sciences

Profile

BIOGEN IDEC, is a global biotechnology company, founded in 1978, with over \$4B in revenue. Biogen Idec is a global leader in the discovery, development, manufacturing and commercialization of innovative therapies such as multiple sclerosis (MS), lymphoma and rheumatoid arthritis. Biogen has multiple distributors globally that sells and distributes their drugs in over 90 countries.

Customer Quote

“Data Virtualization has doubled the number of BI projects we completed on time; as a Data Warehouse extension Denodo reduces cost and enriches BI with new data across internal and external systems”

Wilson Hung, Director, Biogen Idec

The Need

As a large biotechnology company, Biogen Idec sells its drugs globally in over 90 countries through multiple wholesalers and distributors. Senior executives monitor drug sales and market share using daily sales reports by drug and territory.

Business analysts at Biogen were manually collecting sales data from numerous internal and external sources, including wholesalers and distributors worldwide, in various formats like Excel, PDF, XML file transfer etc. They had to monitor the file versions, normalize formats and currencies, and consolidate sales figures with internal forecast and budget databases. The combined data was output into Excel reports for review by management. They also archived the data to support historical reporting. The process was cumbersome, time consuming and error prone.

As the operations grew, Biogen was concerned about how to automate the generation of daily sales reports and improve accuracy. The executive mandate to grow revenues by 20% annually created organizational changes, demands for new and changed reports (new territories or products) and request for access to new data sources on the Web (market share data feeds) which were difficult to satisfy. Biogen wanted an agile sales reporting solution that could access diverse data sources and be flexible and scalable to meet both historical and real-time reporting. They considered the existing ETL and Data Warehousing infrastructure but quickly determined that it would very expensive, inflexible, and unable to access the diverse data sources required for dynamic and real-time uses.

The Solution

After a thorough 3-month evaluation of leading vendors, Biogen selected Denodo's Data Virtualization Platform to support agile reporting solutions across many uses starting with daily sales reports. The solution provided remarkable breadth and flexibility at every level of functionality and was ideally suited to their needs:

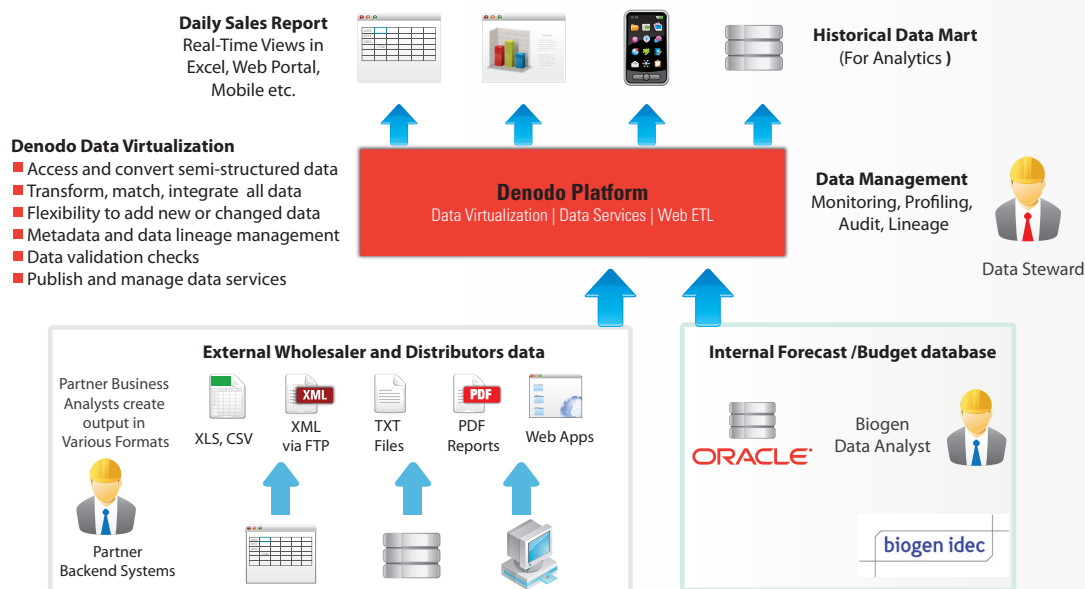
Data Access: Wrappers automated access to disparate sources of data from external partners (Excel spreadsheets, PDF, TXT files, Web Services), internal budgets and forecasts (databases), and external market data (web feeds or sites). Semi-structured and Web data was automatically converted to structured “base views”.

Data Integration and Quality: Analysts used easy, graphical tools to define data normalization, cleansing, transformation, data validation and combination of disparate sources of data, and modified the data structures to support hierarchical summaries and drill-downs. Data lineage, change impact analysis and governance functions would monitor and alert analysts to potential issues and provide both automatic and manual options for resolution.

Data Services Delivery: The system manages a library of different business data views and publishes them virtually or physically, in real-time or batch mode with high performance and security, in the appropriate formats to a variety of users, tools, and devices (virtual database, export to data mart, BI tools, web services, Web and mobile portlets, HTML, JSON, Excel reports, etc.)

The initial sales reporting solution was deployed in 3 weeks to support both real-time reporting (Excel and mobile portal) and export to data mart. Two additional phases added more territories and functionality to incorporate market share data.

Data Virtualization for Agile Sales Reporting



Benefits

Biogen Idec has realized several benefits from using Denodo Data Virtualization for Agile Reporting from both the business and IT perspective. Biogen executives receive higher quality data in a more timely manner. They now have access to new partner and public data sources that they could not leverage before. The average time to complete a new report is now less than 2 weeks (60% faster) and change requests are met in just a few days. Despite the doubling of reporting projects, IT uses 40% less analyst time to support them (500 hours/year less per project) by enabling business users to define self-service parametrized reports based on reusable data services managed by IT.

From a technology perspective, Denodo has provided seamless integration with data marts, BI tools and existing data and transaction middleware, with an overall lower cost integration solution for many needs. As the performance, reliability, and broad data access capabilities of Denodo data virtualization has become better understood internally, Biogen has used it to deliver benefits in additional reporting projects as well as other uses that require flexible integration of disparate data:

- HR Reporting: Central HR data with multiple SaaS HR applications (Benefits, Recruiting, Payroll, etc.)
- Virtual Real-Time Inventory: Internal warehouse, 3rd party warehouses and common carrier data
- Regulatory Compliance: Consolidates internal reports, validates, compares with government data
- Physician MDM: Virtualize and enrich "single views" of physicians for CRM and clinical trials
- Data Warehouse extension: Federate multiple data marts with other internal and external data



Denodo Technologies is a leader in Data Virtualization – the only platform that delivers Information-as-a-Service across disparate structured, Web and unstructured sources. Over 100 global organizations use Denodo to dramatically increase flexibility and lower costs of data integration for agile BI and reporting, call center unified desktops, customer portals, Web and SaaS data integration, and enterprise data services. Founded in 1999, Denodo is privately held.

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