

Merck Sharp & Dohme and iQ4bis: Early Adopters and Satisfied Customers



ANALYZING DATA TO EXTRACT INFORMATION

Merck Sharp Dohme (MSD) is a pharmaceutical products company that develops, manufactures, and markets a wide range of prescription-only medicines for human health conditions.

The ERP and SQL databases at MSD warehouse a wide variety of data on key business metrics. “We realized early on that capturing and storing the data was only half the battle,” says Craig Laurent, IT technical manager at MSD. “We needed to be able to extract data sets, analyze them, and prepare reports for management and sales staff. We had all the data we needed, but turning the data into easily-accessible information was difficult.”

NEW PRODUCT? NO PROBLEM!

In 1996 iQ4bis was brand new. “We were reluctant to be the first customer of a new IT product,” Laurent says, “but we were so impressed with the notion that anyone—even upper-level management—could prepare their own analyses, that we decided to implement the system. It’s a decision we’ve never regretted.”

MSD was already proficient in the use of the JD Edwards platform. “iQ4bis gave us an analysis component to complement the transaction processing capabilities of JD Edwards. With iQ4bis’ backend extract, transform, and load (ETL) capabilities, we had all of the functionality we needed to fully support our business intelligence requirements.”

iQ4bis is easy to use, and trained one of the MSD analysts, who in turn trained the other MSD staff. “iQ4bis can display a combination of dimensions, measures, graphs, and trends over time,” says Laurent. “Users have the functionality they need to analyze critical business information and make informed decisions fast.”

IMPLEMENTATION BECOMES TEM- PLATE FOR STANDARD METHODOLOGY

The methodology and techniques employed during the initial MSD implementation of iQ4bis were standardized and now form the basis of the iQ4bis Proof of Concept and Rapid Implementation Module (RIM). Customized views allow MSD to analyze its data in exactly the way it wants. “We knew which data we wanted

Merck Sharpe & Dohme
relies on iQ4bis
twelve years later.

BUSINESS GOALS

- Obtain a business intelligence system to help make sense of raw data
- Be able to recognize sales patterns and trends and respond quickly
- Avoid systems that would require excessive IT time and dollar investment

BUSINESS RESULTS

- Decision-makers now do their own analysis with their own data
- Improved sales tracking/pattern recognition enables faster response to market trends
- Enhanced flow of critical business information throughout the organization
- Added levels of insight for comparing revenue to expense budgets

WHO USES iQ4bis IN MERCK SHARP & DOHME

- Managing Director
- Senior Management Team
- Marketing
- Business Unit Managers
- Product Managers
- Customer Service Centre

BENEFITS FOR MERCK SHARP & DOHME

- Empowers decision-makers to do their own analysis with their own data
- Improves sales tracking and pattern recognition for faster response to market needs
- Enhances flow of critical business information throughout the organization
- Adds additional level of insight for the comparison of revenue to expense budgets

ASSOCIATED PLATFORMS:

- JD Edwards (ERP)
- Microsoft SQL Server

iQ4bis PRODUCTS:

- iQ4bis DataServer
- iQ4bis Analysis

KEY REASONS MERCK SHARP & DOHME SELECTED iQ4bis:

- Complemented the installed base of JD Edwards ERP solution and Microsoft SQL Server
- Easy to use. One empowered user has the ability to train staff in-house
- Powerful decision-support capabilities for the analysts
- Combined extract, transform, and load (ETL) modules at the back end feed front-end analysis tools

to extract, and iQ4bis set it up precisely," says Laurent. "That has been a tremendous help as we continue to evolve our business intelligence capabilities."

MSD wanted to create a marketing and

"Not only can we access the data, but we can transform it into intelligent business information."

Craig Laurent, IT Technical Manager, Merck Sharp and Dohme

contribution view that would allow managers to compare revenue to expenses. iQ4bis' easy-to-use interface enables managers to track performance and analyze data in many different ways that are consistent throughout the entire organization.

Managers and directors now view business information in a new way that has made a huge difference. "Before we installed iQ4bis," says Laurent, "we couldn't easily access the data from our JD Edwards platform. Now, we can access the data, and transform it into intelligent business information, for planning and identification of key trends."

"We also implemented Cognos to provide more analysis flexibility, thinking iQ4bis would be used by senior managers looking at more summarized views," says Laurent. "As it turns out, iQ4bis meets 95% of our needs."

What view has made the biggest impact on the business? "The sales view," says Laurent. "iQ4bis helps us understand customer buying patterns and analyze trends and hot spots in our business fast and accurately. This has significantly improved planning and decision making."

"iQ4bis helps us understand customer buying patterns and analyze trends and hot spots in our business fast and accurately."

Craig Laurent, IT Technical Manager, Merck Sharp and Dohme

