



# Spotfire Helps Boehringer Ingelheim Attain Sales Objectives by Improving Marketing Effectiveness and Account Management

Spotfire DecisionSite® ad hoc analytical capabilities provided immediate visibility into sales force performance, enabling Boehringer Ingelheim to optimize sales strategy and grow target physician relationships.

## Business Profile

The Boehringer Ingelheim group is one of the world's leading pharmaceutical companies. Headquartered in Ingelheim, Germany, it operates globally with 143 affiliates in 47 countries and almost 37,500 employees.

## Application Profile

The Netherlands Operating Unit (OPU) of Boehringer Ingelheim deployed Spotfire DecisionSite analytics software to analyze the physician sales and marketing data collected in its Siebel customer relationship management (CRM) system.

## Challenges

- Previous business intelligence solution delivered static reports on a once-a-month basis
- Unable to drill down and view data in multiple dimensions
- Sales managers dependent on sales force effectiveness managers for additional queries
- One to two days required to laboriously prepare the data before reports could be run

## Solutions

- Visual, interactive analytics provide sales force effectiveness managers with fastest possible time-to-insight
- Ad hoc querying capabilities empower sales and district managers
- Visualizations provide greater insight and usage of data to uncover trends and make comparisons
- Automated generation of monthly PowerPoint reports to all sales teams
- Because it integrates with company-wide CRM system, DecisionSite can be quickly implemented in other Boehringer Ingelheim worldwide locations

## Results

- Reduced data analysis processing time by 80%
- Sales managers now have access to up-to-the minute sales activity figures
- Found unexpected correlations and patterns in data
- Enhanced efficiency of sales management process and employees
- One central place to find latest results or run your own reports

“Both our power users and our sales managers have benefited from using DecisionSite. The sales force effectiveness managers’ time is being better optimized and the sales managers are no longer dependent on them for drilling down into data or looking at different dimensions.”

– Wilbert Beumer  
Sales Force  
Effectiveness Manager  
Boehringer Ingelheim

The Boehringer Ingelheim group is one of the world’s leading pharmaceutical companies. Headquartered in Ingelheim, Germany, it operates globally with 143 affiliates in 47 countries and almost 37,500 employees. Since it was founded in 1885, the family-owned company has been committed to researching, developing, manufacturing and marketing novel products of high therapeutic value for human and veterinary medicine.

The Netherlands OPU of Boehringer Ingelheim uses a robust CRM analytics solution to manage the huge volume of data associated with tracking its sales representatives’ interactions with physicians throughout the Netherlands. Boehringer Ingelheim continually strives to optimize its sales and marketing efforts on behalf of the company’s vast array of pharmaceutical products.

The company uses a Siebel System 7.5 database to collect information on the sales and marketing activities with 40,000 physicians, such as the number of times a physician was visited in a given period and what products were detailed during the visits. On a regular basis sales force effectiveness managers work with the data to prepare the analytics that are forwarded to Boehringer Ingelheim sales managers, who review the reports to track these activities against their teams’ sales objectives.

Sales managers analyze the data from two perspectives – from an employee performance standpoint and from a physician view. It’s important to be able to gauge the productivity of each sales representative (e.g., how are they doing against their plan, how many days are they spending in the field vs. in the office vs. in training). At the same time they’re interested in physician interactions, looking at frequency and coverage to ensure that target physicians are being adequately communicated with.

### Challenges

Using its previous sales data analysis tool, preparing the sales data for reports was a laborious process that took one-to-two days a month just to load the data. The data then had to be manually exported to Excel where it was manipulated and finally exported. Because the data preparation and analysis process took so long, reports were run only once a month, meaning sales managers were constantly working with stale information. And often, the reports contained strange figures because something would go wrong during the data logging or report creation process.

The reports didn’t enable the sales force effectiveness managers to perform analysis in any depth. They were statically organized by sales rep, by product and by region. So if a sales manager wanted to drill down and look at different dimensions of the data, new reports would have to be re-run based on these additional queries. This process was time-consuming and laborious for the sales force effectiveness managers and cumbersome for the sales managers who had to wait for the results and sift through that many more reports to find the requested information.



## Solutions

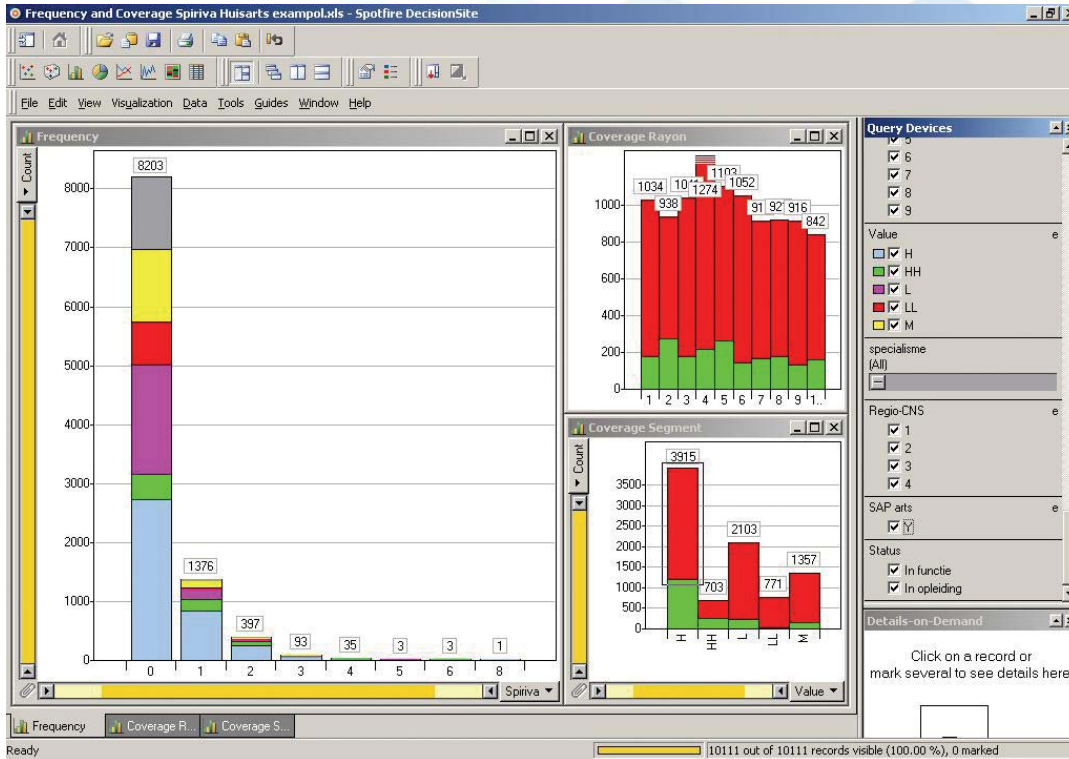
In late 2005, Boehringer Ingelheim looked at a range of CRM analytics tools and decided to do a pilot with Spotfire's DecisionSite data analytics application. The company elected this solution because it offered capabilities the sales organization previously lacked – primarily the ability to perform ad hoc analysis and view the results in a Web-based visual, multidimensional format. Other solutions were cost-prohibitive and/or didn't provide the interactivity and visual representation of data.

During the pilot phase and ultimate deployment, Boehringer Ingelheim found that DecisionSite integrated easily into its existing IT infrastructure. Moreover within 30 minutes of being trained on how to use the tool, the sales force effectiveness managers and sales managers were up to speed, generating datasets and performing ad hoc queries. "We were amazed how rapidly we could begin using DecisionSite to perform critical analysis on our CRM data," remarks Wilbert Beumer, Boehringer Ingelheim Sales Force Effectiveness Manager. "Other solutions require in-depth technical expertise or dedicated IT resources to manage the tool."

Boehringer Ingelheim discovered that with DecisionSite they could very quickly generate visual reports that analyze how well the sales representatives are optimizing their time and

performing against plan, and view the number of calls, details (products covered), and time of territory (how the rep's time was spent). They can also more readily measure the accuracy of the data the sales reps enter into the CRM system and include sales rep input about the visits, providing sales managers, for the first time, with the ability to assess quality in addition to quantity. Once a visual report is generated for one sales team, that template can be applied to run similar visual reports for other sales teams, saving time and minimizing the chance of making a mistake.

The visual representation of data in DecisionSite enables the sales managers to easily spot outliers that could signify improperly entered data, which was virtually impossible to detect previously. With DecisionSite, sales managers now have better quality analytics that provide greater insight into physician frequency data which enables them to know, with precision, whether or not there is adequate physician coverage. They can also quickly view frequency analytics to see if target physicians are being called on enough or ensure that non-targeted physicians aren't being called on too much.



**Figure 1:** DecisionSite analyzes both frequency and coverage of physicians. (Figure 1 shows frequency and coverage by segment, physician target segment, sales region, sales rep, brick, etc.)

## Results

With the whole process automated by DecisionSite, sales managers work with new data every day instead of relying on three-week-old data to assess how sales reps are working against their plans. In addition, at their monthly sales meetings, sales managers are presenting up-to-the-minute sales activity data, rather than out-of-date figures from the previous month.

Sales managers are no longer dependent on the sales force effectiveness managers to get answers to additional questions raised by the initial reports. "This newfound ability to dynamically analyze different scenarios to make real-time comparisons empowers us to more quickly analyze data to understand how our teams are performing," notes Frank Dijs, Boehringer Ingelheim National Sales Manager.

"Spotfire's cost-effectiveness and speed of analytics have enabled us to improve our data analysis process in ways we never could have anticipated," concludes Beumer. "Now our sales managers can much more quickly analyze sales and sales rep performance data, giving us a greater competitive edge." In the future Boehringer Ingelheim plans on installing DecisionSite in other sales and marketing locations around the world, taking advantage of DecisionSite's modular approach and ease of integration with the enterprise-wide CRM system.

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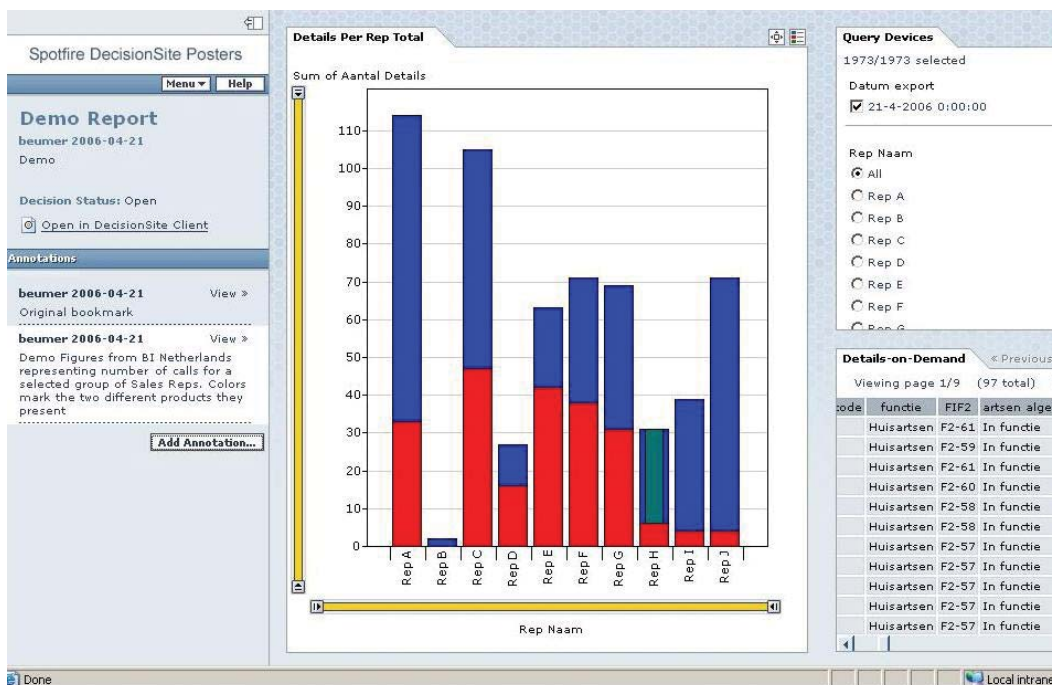


Figure 2: DecisionSite Posters help sales management perform Web-based analysis of accuracy of sales representatives’ activity reporting into their CRM system. (Figure 2 shows number of actual details for sales representatives in a selected sales branch. The colors represent two different products the reps detailed with physicians in a selected period.)

**Spotfire® DecisionSite®**

**Spotfire, Inc.**

212 Elm Street  
Somerville, MA 02144 U.S.A.  
Telephone +1.617.702.1600  
Fax +1.617.702.1700  
Toll-Free +1.800.245.4211

**Spotfire AB**

(European Headquarters)  
Första Långgatan 26  
SE-413 28 Göteborg, Sweden  
Telephone +46.31.704.1500  
Fax +46.31.704.1501

**Spotfire Japan KK**

(Japanese Headquarters)  
Kinokuniya Bldg. 7F, 13-5,  
Hatchobori 4-chome  
Chuo-Ku, Tokyo 104-0032 Japan  
Telephone +81.3.5540.7321  
Fax +81.3.3552.3166

[www.spotfire.com](http://www.spotfire.com)

## About Spotfire

For thousands of business users faced with day-to-day decisions, Spotfire analytics offers the platinum user experience for visually interacting with information. Distinguished by its intuitive ease and analytic power, Spotfire software rapidly reveals unseen threats and illuminates new opportunities, creating unprecedented economic value. Spotfire's customers include industry leaders among the Global 2000 that have deployed Spotfire analytics to gain an information advantage over their competitors. For more information, visit <http://www.spotfire.com>.