



Novartis

Leading pharmaceutical company
Novartis Group employs 101,000 associates and operates in over 140 countries around the world.

Industry: Pharmaceutical
Geography: Global

Deployment Summary

- Software automatically adapts to a variety of data sources.
- Visualizations provide greater insight into physician coverage and frequency, as well as sales rep performance data.
- Ad hoc querying capabilities enable business analysts to get immediate answers to questions.
- Visual, interactive analytics gives sales managers unprecedented view into market share and performance.

Benefits

- Aggregated all other BI dashboards into a flexible enterprise analytics platform that can be used and shared among analysts, executive management and multiple departments.
- Quickly allowed the sales team to identify physicians that offer the highest potential sales opportunity.
- Extendable across the enterprise easily.



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Eugen Perez, CRM Manager, Novartis

Novartis Switzerland Rapidly Optimizes Sales Strategy with TIBCO Spotfire Enterprise Analytics Platform

As one of the fastest-growing pharmaceutical companies in the world, Novartis is continually seeking to further expand its market share by introducing new products and maximizing sales.

With limited sources of market data in Switzerland, geographical sales coverage is monitored at the brick¹ level. Coverage and frequency are the metrics tracked most closely by the sales force effectiveness team to ensure that physicians throughout the country are being called on appropriately, and that sales representatives' time is being used efficiently.

Challenges

Under pressure to grow sales in an increasingly competitive market with more products, competitors, and physicians, but the same amount of sales reps – Novartis sought ways to make better informed decisions about marketing plans and sales activities. To accomplish this, the sales organization primarily used a combination of OLAP, Excel, and Access software to collect information and analyze sales and marketing activities against sales objectives. The performance of data

analysis and report preparation was a laborious process for the Novartis sales force effectiveness team, and sales managers found the analysis software to be quite complicated to use. The reports generated were static, making it difficult to derive actionable insight from the information. Each time a sales manager wanted a slightly different view he always had to go back to the sales force effectiveness team to have the report re-run.

Solutions

In 2006 Tobias Sunderer, the country head for Novartis Vaccines & Diagnostics brought TIBCO Spotfire® enterprise analytics software into the organization after seeing it in use at Novartis Germany. “It was instantly clear to me that Spotfire was one of the best software solutions I’ve seen so far to analyze data,” comments Sunderer.

With minimal training, the sales force effectiveness team – Eugen Perez, CRM manager (Project Leader), Martin Born and Florence Jegge, business analysts – adapted TIBCO Spotfire enterprise analytics to the Novartis environment and discovered that it imported information from Novartis' data sources seamlessly.

¹Bricks are a methodology developed by IMS Health to divide a geography into units for the purposes of tracking the sales of a drug when individual physician-level data cannot be tracked.

The sales force effectiveness team has discovered it can import data quickly and easily into Spotfire from almost any data source – SQL server, CRM system, Access and Excel files. This enables them to take a first pass quickly see how the data looks, immediately identify what information is missing, and quickly reload with any missing data. Within Spotfire, their analyses immediately adapt to new information. Perez, Jegge and Born came up to speed quickly, running standard reports, and responding to requests from sales managers for specific data from day one. “Almost immediately TIBCO Spotfire made us more efficient, helping reduce the time it takes for us to prepare reports,” notes Eugen Perez. “We realized as soon as we started that Spotfire enabled us to deliver a much more dynamic report that sales managers can work with, removing the burden from us to always be running new reports with different views of the data.”

Using TIBCO Spotfire Guided Analytics™ capabilities, Novartis Pharma Switzerland can view market share and market share growth compared to the brick potential of their products and those of their competitors in a very dynamic way. Managers can do drill downs in their territories and immediately see how Novartis market share is doing against competitive products in a particular territory or brick.

Spotfire depicts data in a very graphical way, enabling the Novartis Pharma Switzerland sales organization to more easily perform analyses and obtain a much quicker overview. As a result, sales managers are more independent from analysts and vice versa. The sales force effectiveness team is no longer faced with report inquiries every day. Sales managers get the information they need the next day with physician

level information, and they can act instantly based on the data. With the previous solution it took the sales force effectiveness team more time to deliver the reports and the sales managers more time to analyze the data, making it difficult to have a concrete action plan.

Novartis Pharma Switzerland is also using Spotfire to analyze its Quantity, Targeting, Quality program, created to measure the efficacy of sales representatives’ productivity. The software helps visualize metrics such as calls, days in field, sick days, vacation days, and training, aiding sales managers in ensuring that their reps are performing efficiently.

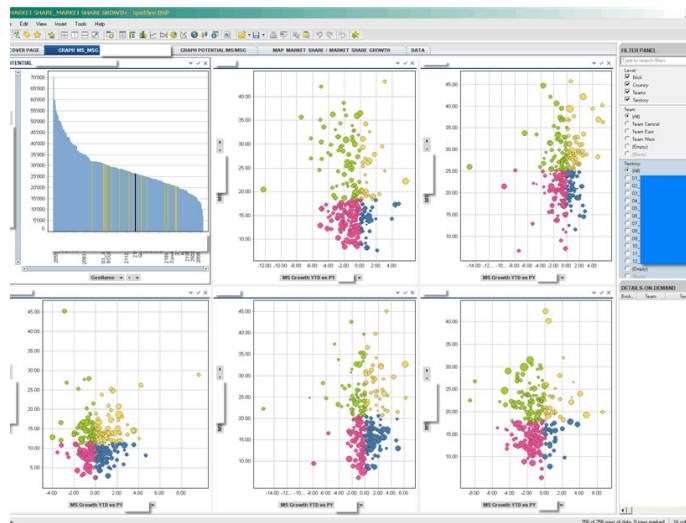
With Spotfire, sales managers can quickly see where strengths and weaknesses are. At the highest level, the organization can instantly see which part of Switzerland is not optimized in terms of coverage and frequency and drill down from there.

The visualizations enable them to see which physicians are being overcalled or undercalled, based on their sales potential.

Results

Spotfire has enabled Novartis Pharma Switzerland to ensure that its sales force is focused on the bricks and physicians with the highest potential. “There’s no doubt,” says Perez, “that our analysis is more flexible and dynamic with Spotfire.” 2007 plans for extending Spotfire usage throughout the organization include training the sales organization’s area managers to use the tool, as well as expanding it to track new product launches.

Sunderer notes that Dirk Kosche, CEO Novartis Pharma Switzerland, who is already impressed with the ability to quickly see market share and other results in one view, will continue to take advantage of TIBCO Spotfire’s presentation capabilities to track future performance.



TIBCO Software Inc. (NASDAQ: TIBX) is a leading independent business integration software company and a leading enabler of real-time business, helping companies become more cost-effective, more agile and more efficient. TIBCO has delivered the value of real-time business, what TIBCO calls The Power of Now®, to thousands of customers around the world and in a wide variety of industries.

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