

DATA ANALYTICS

CUSTOMER STORY

Novartis

Healthcare and life science specialist Novartis relies on Qlik Sense® Platform for data-driven business processes



CUSTOMER STORY

“The transformation to a data-driven organization and the optimal use of digital are stated goals of Novartis. Qlik’s user-friendly and action-oriented dashboards make it easy for everyone to review data, understand it and work with it efficiently.”

- Loic Giraud, Business Analytics COE Lead, Novartis

A data-driven organization

With over 100,000 employees world-wide and an annual turnover of over US \$47billion, the Swiss company Novartis is one of the major players in the medical, pharmaceutical and life science industry. Whether drugs or gene therapies – Novartis has an enormous portfolio of well-known products and operates their own knowledge centre ‘Novartis Campus’, which develops the latest trends and innovations in life sciences – a real topic of the future.

Loic Giraud, Business Analytics COE Lead at Novartis, emphasizes that the path to this future, leads through data: “The democratization of information is the key to a data-driven organization.” This goal is at the top of the corporate strategy at Novartis. “The motto is: Go big on data and digital! Which applies to the entire company,” adds Giraud.

Where it all started

But how does it work in a company of this size? Thousands of distributed and disparate data sources, billions of data records and sets from all departments within the company. Add to this a constantly growing data lake, in which structured and unstructured content meets – this creates a diverse Big Data scenario at Novartis. With a company-wide initiative called FormulaOne, Novartis addressed the idea of making the contents of the company’s proven Big Data platform available for analysis even more timely through Artificial Intelligence (AI).

However, in terms of usability and self-service, Novartis wanted to go one step further. High-performance analytics apps that each user can use regardless of their position within the organization, understandable dashboards, optimal data availability, intuitive analytics experiences and centrally managed governance were to complete the data value chain.

Solution Overview

Customer Name	Industry	Geography
Novartis	Life Sciences	Switzerland, EMEA

Function

Qlik Sense Platform for data driven business processes across the whole company

Business Value Driver

Process acceleration, detection of saving potentials, optimization of resource allocation

Challenges

- Achieving a cross-company single source of truth to enable data insights for employees across several departments
- Opening available data for analytics while also making it accessible for mobile devices.

Solution

Rollout of Qlik Sense throughout the company, connection of the existing big data platform and an additional FormulaOne platform. Access to around 500 Qlik analytics apps for 30,000 Novartis employees.

Results

- Rapidly scalable and holistic analytics platform without infrastructure limits
- Availability on all devices
- Uncomplicated connection to all data sources
- Data democratization within centrally managed governance

The solution

Novartis found what it was looking for in the Qlik Sense Platform solution. Even the largest data sets are processed for advanced analytics goals without any delay now.

Correlations combined with AI-based visualizations are transformed into insights for immediate decision-making. Completely new business insights that emerge from the associative queries across all data sources provide new ideas, save time and resources, and contribute to increasing sales and new business opportunities.

Furthermore, complex reports that previously took days of time and effort can now be automatically and instantly created in a matter of seconds. The single source of truth ensures that everyone in the company can rely on a valid database.

Scope of use and benefits

Around 30,000 employees at Novartis now have access to around 500 Qlik Sense apps. “Of course, not everyone always needs all the data for their analysis – people need the right data to find the relevant information for their decision-making,” says Giraud. Role-based access and intelligent governance ensures this and as a result, helps to create an associative user experience. “This is what democratization of data means: everyone who wants to use and access data to conduct work, has the right access, information, tools and skills to do so.”

At Novartis, this approach is already part of the DNA of its corporate culture and management. “Data-based work has arrived at the centre of the organization,” explains Giraud. “All departments at Novartis benefit from a consistent data value chain - from procurement and production to marketing, sales, finance, resource planning and management.”

There are 20,000 sales representatives among the Qlik® users at Novartis. They particularly appreciate the mobile capabilities of the analytics platform. The data availability, app and dashboard deployment are optimized for mobile applications.

Qlik is also used in the finance, supply chain and all other departments at Novartis. This impressively shows the return on investment in a well-planned analytics strategy. “Research and Development is one of the departments in which the company invests the most. Which makes it very important to plan and allocate budgets optimally and ensure we achieve the best results with the available funds. In this context, data-based insights that accelerate product development and support the use of our resources, can quickly save six-figure amounts,” says Giraud.

When looking at the advantages of a strong analytics platform, Loic Giraud also talks about the importance of cross-departmental considerations. “In all of our business units, the guided analytics applications and self-service capabilities play a decisive role.”

The future

The next step for Novartis is to use more functions with location-based data with the help of Qlik GeoAnalytics® and expand the company’s existing geo-mapping. By combining various data sources with geographic information, the value of map visualizations can be increased even further - a decisive advantage for a global company like Novartis.

Giraud’s very personal ‘Qlik moment’ lies in the way Qlik gains more and more fans within the whole company: “From a certain point on it was no longer necessary to point out the advantages of data-driven processes, the analytics options or the visualization possibilities to colleagues. This all happened by itself.”

**The keys
to success**



500+

Qlik apps to bring data-driven process to all business units



6-figure

amounts of budget saved

“In all business units, the guided analytics apps and self-service capabilities play a decisive role in promoting added value.”

- Loic Giraud, Business Analytics COE Lead, Novartis



About Qlik

Qlik's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Qlik provides an end-to-end, real-time data integration and analytics cloud platform to close the gaps between data, insights and action. By transforming data into active intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 38,000 active customers around the world.

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