

GENZYME USES QLIKVIEW TO SUPPORT ITS “POWER OF INTELLIGENCE” INITIATIVE

“QlikView has connected our organization from grass roots right up to the top of the tree with true business discovery and accurate intelligence for the entire business and in real time. In turn, this allows Genzyme to deliver against our core objectives of being efficient, effective and exceptional.”

– James Sharp, Regional IT Manager, Genzyme Therapeutics Ltd



OVERVIEW

Genzyme Therapeutics has pioneered the development and delivery of transformative therapies for patients affected by rare and debilitating diseases for over 30 years. With a focus on rare diseases and multiple sclerosis, Genzyme is dedicated to making a positive impact on the lives of the patients and families it serves. Genzyme’s portfolio of transformative therapies, which are marketed in countries around the world, represent ground breaking and life-saving advances in medicine.

As a Sanofi company, Genzyme benefits from the reach and resources of one of the world’s largest pharmaceutical companies, with a shared commitment to improving the lives of patients. Genzyme’s Oxford site is home to the central coordination team driving customer engagement and sales across the UK. The team also heads up marketing efforts around products for the treatment of patients with chronic debilitating diseases. Key functional areas of the business include finance, IT, HR, market access and medical affairs.”

Genzyme services customers in both the clinical and the commercial operations areas of the business. In both areas, timely, accurate data helps inform decision-making that leads to increased revenue and better information for patients. In 2009, the company was looking for a reporting

SOLUTION OVERVIEW

Genzyme Therapeutics Ltd
Genzyme discovers and delivers transformative therapies for patients with rare and special unmet medical needs, providing hope where there was none before.

Industry

Pharmaceuticals

Function

Executive, Finance, Human Resources, IT, Marketing, Operations, Sales, Service & Support

Geography

UK

Challenges

- Difficulty accessing and extracting ‘locked in’ data from multiple sources
- No comprehensive view of productivity, efficiencies, revenue
- Inaccurate performance reporting for business units

Solution

Genzyme deployed QlikView across the organization to a deliver single view of all business unit operations in real time

Benefits

- 15 hours per week time saved within customer service team
- 8 per week time saved in finance team
- 7 hours per month saved with tracking follow-up reports
- Imperative BI regarding KOL positioning captured for many business units
- Live views of changes to business unit data

Data Source Systems

Application: MFG Pro, SalesLogix

DW/BI: QlikView

Database: SQL, Excel



solution that would bring data together from across platforms and make it available in a dashboard that would allow users to easily gain insight and make decisions. Genzyme turned to QlikView for a business intelligence solution that would meet these needs.

To get the project underway, Genzyme provided data that allowed QlikView to quickly build applications fit-for-purpose. Applications were needed not only at a departmental level, but also for senior management to understand efficiencies, productivity, results and revenue targets in a single view and in real time.

“We grasped the flexibility and simplicity of QlikView in next to no time and quickly saw how the solution could be used across the entire organization,” said James Sharp, Regional IT Manager for Genzyme. “Initially, we provided sample data and a deadline to deliver, and the QlikView team did an amazing job demonstrating the capabilities of the solution by illustrating how the solution can bring all of our data together for ease-of use, manipulation and reporting.”

The Balance Scorecard is one example of an initial application that was built for Genzyme to provide top-level management with analysis and reporting against business strategy and future planning. Now an integral part of Genzyme's internal process, the Balance Scorecard provides multiple views and detailed data for all key business areas from customers, to finance, to internal processes to learning and growth. These data are then combined with data from other departments, including sales, finance and legal, based on the overall objectives set. Reports that used to take days or even weeks to generate can now be maintained and available for viewing on an ongoing basis.

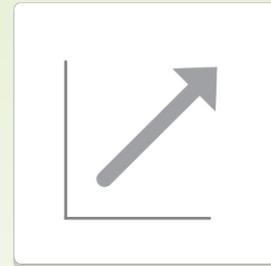
Initially, Genzyme deployed QlikView to five of its business units, each playing a vital role to the organization's success

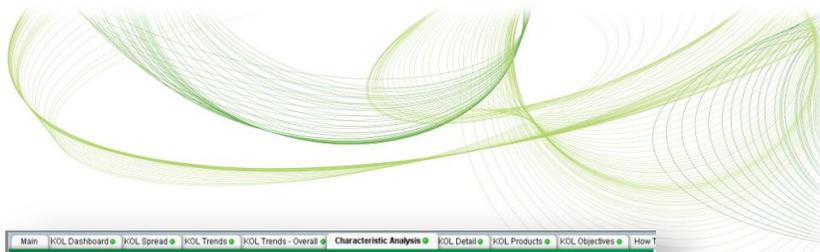
Medical Inquiries

Answering questions and informing customers is an important part of maintaining Genzyme's customer relationships. When customers have questions about the use of Genzyme products, it is important that they are answered in a timely and thorough manner. Prior to using QlikView, medical information personnel spent many hours manually compiling reports from an inquiry database. Now, all of the data that can be shared with the business is available in one area and the compilation is automated. This means a reduced number of hours spent on compiling reports. Using QlikView, Genzyme employees are now able to have insight into the questions that their customers are asking nearly as fast as they are asking them. Reports that used to take days to generate and were only available monthly are now available on a daily basis using the QlikView application.

RETURN ON INVESTMENT

The ability to build and deliver applications in just days allowed Genzyme's sales teams to exceed its sales target.





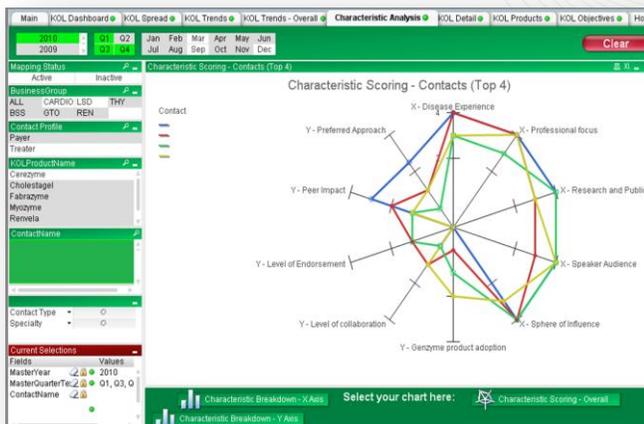
KOL Mapping

A forward thinking solution, the KOL Mapping application gives detailed intelligence and activity reports for key industry advocates, such as professors, doctors and other industry influencers who support and advocate. It also provides characteristic mapping and allows Genzyme to get a feel for the areas where KOLs excel or could use additional training, providing a unique opportunity for the company to invite experts to participate in a variety of Genzyme events targeted to their individual needs, from classes to keynotes to clinical trials. Business units currently using the QlikView application for KOL mapping have reported seeing greater adoption of the drugs associated with the solution within six months to a year.

Adverse Event Reporting

Reporting adverse events, and the science behind it, known as pharmacovigilance (PV), are integral to insuring that medications are safe for use. The PV business unit at Genzyme uses QlikView to monitor adverse event reports, which come from various channels across the UK including healthcare professionals and patients. Genzyme follows up on these reports to better understand the patient experience and substantiate the benefit/risk profile of the products it manufactures.

Although compliance reporting has always been high, it was not measured before QlikView. Now, using a QlikView application that automates adverse event report monitoring, follow up reports have vastly improved. Genzyme employees can use the application to better manage their workloads, as well as maintain compliance with the company's standard operating procedures for adverse event follow up. The QlikView application also allows Genzyme to glean more precise information about adverse events, such as monitoring the number of events reported against individual products, and whether they are in clinical trials. The application also shows which hospitals or healthcare providers have reported adverse events.



The KOL Mapping app analyses different characteristics to determine development areas for each KOL.

Sales Reporting

The CRM application was deployed to improve customer and sales activity intelligence. The solution gives a single view for all activity with customers such as trends, forecasting and results, detailed by salesperson, product, account level and geography. The CRM application also tracks sales activity, showing individuals' completed and planned happenings by target and achievements, factoring in future planning. It segments customer contacts by region with coverage and buying/revenue activity by product.

Physician Queries

Genzyme uses QlikView to feed the pattern of physician queries back to sales. If a high number of queries are seen from a particular region, field reps are instructed to provide more training or information to raise awareness and customer and physician support. Further, the volume and nature of enquiries from particular customer groups is a useful measure to assess the impact of current campaigns. It is also useful for the business to know the levels of subscription to the service in different regions so they can assess where subscription can be encouraged.

RETURN ON INVESTMENT

At the start of the deployment in September 2009, roughly forty Genzyme employees were using QlikView applications. As the solutions began to



gain popularity within several departments, more and more Genzyme employees wanted to use QlikView for their business processes. Today, everyone in the organization has access to QlikView.

“QlikView is absolutely about intelligence and business discovery and I cannot think of any limitations,” said James. “Genzyme very much considers QlikView a people-driven tool, in that the more they use and see it, the more people appreciate the ease with which they can, within only hours, develop an application for their departmental use in line with business strategy objectives and KPIs. For example, the Balance Scorecard was built and delivered within four days. The business unit managers also appreciate that they can easily tweak their solutions as

parameters change to maintain accurate information and reporting, all within a matter of hours.”

James concludes, “We had an early realization of the flexibility, ease of use, visual analysis and the quick reporting QlikView delivers. Data that had previously been locked into our ERP and CRM systems, with unsuitable access criteria and impacting our overall business operations and performance, are now being utilized and in real time across all our business functions – finance, sales, marketing, HR, IT, and more. In fact, I’ve had great feedback from a variety of people within Genzyme, including a member of our sales team stating that the team liked QlikView as it ‘kept it simple’ and allowed them to focus on their day-to-day jobs with detailed intelligence allowing them to focus on key customer areas and exceeding their sales target.”

By having better access to data and therefore better information to make business decisions, the company has been able to increase revenues, target populations of need and treat more patients. Patients receiving treatments that Genzyme provides are shown to have a higher quality of life and live longer, demonstrating the power of QlikView’s intelligence.