

## Client success story:

# sigma-tau

### CLIENT:

Sigma-Tau France  
<http://www.sigma-tau.fr/>

### NEEDS & OBJECTIVES:

- Optimize data connection and tracking
- Simplify report & dashboard creation
- Implement a new solution quickly
- Find an economical solution

### CHALLENGES:

- Creation of complex reports & analyses
- Connection to numerous both internal and external data sources,
- Limited in-house IT support

### HARDWARE:

- HP servers

### OPERATING SYSTEM:

- Microsoft Windows XP/Vista/7

### SOLUTIONS & SERVICES:

- Infinis all-in-one Rapid Reporting & Analytics (integrated solution)
- Local server implementation and data connection services
- Technical training services



## COMPANY OVERVIEW

Sigma-Tau is a leading international pharmaceutical group that invests in the research, development and marketing of innovative and effective treatments to improve human well-being and quality of life. Founded in 1957, the Sigma-Tau Group is headquartered in Pomezia (Rome, Italy) and has over 2,400 employees and an extensive network of licensees and subsidiaries worldwide.

Therapeutic areas in which the company's R&D efforts are focused include oncology, immunology, biotech and rare and neglected diseases with high social impact. The company's strong experience and know-how in the cardiovascular, nervous system, and metabolic disease areas are also very important assets.

## CLIENT NEEDS & OBJECTIVES

When Sigma-Tau France sought to optimize its data connection and data tracking processes, they turned to Infinis Rapid BI Reporting & Analytics. The company needed a business intelligence solution that would allow employees to access data from numerous sources, track key sales and financial operational indicators, communicate and share information with each other, and create reports without the need for advanced technical knowledge. These needs had to be addressed quickly.

## ADDRESSING CLIENT NEEDS

Working closely with the ClicData consulting team, Sigma-Tau achieved a fast, high-quality implementation of Infinis, and was able to meet all the project objectives on time and on budget. Most importantly, Sigma-Tau was able to achieve self-sufficiency with Infinis reporting and dashboarding tools after only 1.5 days of training. Infinis met the client's needs in the following ways:

OBJECTIVE	CHALLENGE	SOLUTION
Optimize data connection and tracking	Provide integrated functionality: <ul style="list-style-type: none"> <li>• Microsoft SQL server</li> <li>• Data warehouse</li> <li>• + Fast data response times</li> </ul>	<ul style="list-style-type: none"> <li>• Data cubes</li> <li>• Infinis Automatic Data Warehouse Builder</li> <li>• Data response time &lt; 1 second</li> </ul>
Fast implementation + creation of initial reports	Connect of all internal and external data sources in 2 weeks	<ul style="list-style-type: none"> <li>• All data connected in 10 days</li> </ul>
	Create all initial reports in 5 weeks	<ul style="list-style-type: none"> <li>• Report creation : 29 days</li> <li>• Technical training: 3 days</li> </ul>
Self-sufficiency with report and dashboard creation	Allow easy administration: <ul style="list-style-type: none"> <li>• User permissions</li> <li>• Information sharing</li> <li>• Remote access</li> </ul>	<ul style="list-style-type: none"> <li>• Infinis Report &amp; Dashboard Builder</li> <li>• Unique login assigned to user groups</li> <li>• Consultation: 1 day</li> </ul>
	Allow easy report creation without the need for advanced technical knowledge	<ul style="list-style-type: none"> <li>• Report &amp; dashboard creation training : 1.5 days</li> </ul>
Find an economical solution	Implement solution in 45 days	<ul style="list-style-type: none"> <li>• Implementation : 43 days</li> </ul>
	Low annual licensing fees	<ul style="list-style-type: none"> <li>• Implementation : € 34000</li> <li>• Onsite license ( up to 40 users): € 10 000 / year</li> </ul>



RAPID BI REPORTING & ANALYTICS

## IMPLEMENTATION HIGHLIGHTS

With limited in-house IT support, Sigma–Tau faced two main challenges in their daily workflow: the connection of numerous data sources and the creation of complex reports and analyses.

Upon implementation of Infinis Automatic Data Warehouse builder, the client was pleased to find that they could connect all their data sources in a few clicks. They were



able to quickly warehouse internal files and data sources, including SAGE, WAVESOFT and EXCEL data. Most notably, the client was able to successfully warehouse all their external data sources from providers of key sales data, ZenSQL (internal sales data) and system (computers/network data).

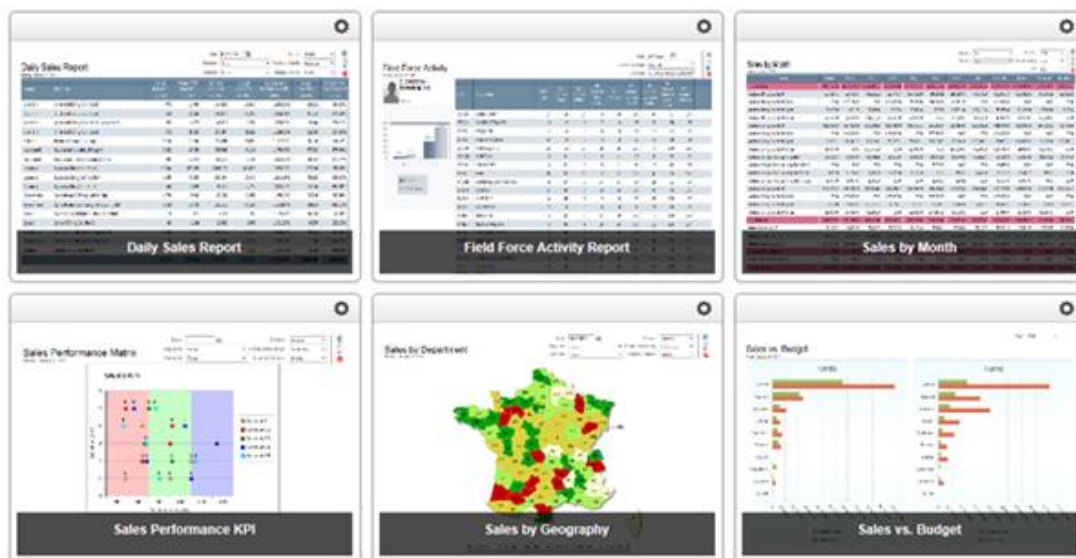
With the assistance of ClicData's consulting team, the client was also able to create several complex reports using Infinis Report & Dashboard Builder. The company's CEO, financial management team, sales management team, and marketing management team all required a way to monitor specific information from a centralized place. This was accomplished by means of specialized reports, tailored to each user's needs.

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RAPID BI REPORTING & ANALYTICS

## REPORT DETAILS

All reports were completed in approximately 2 weeks, and were distributed to users directly through Infinis administration tools, Infinis Report Publisher, Infinis Report Viewer, and e-mail.



### REPORT TYPE:

Sales

### GOALS:

- consolidate and monitor company data from internal sales, external sales (pharmacies and hospitals) and budgeting

### DATA SOURCES USED:

- External and internal sales data
- Excel (budget)

### BIGGEST CHALLENGE:

- integrating external GERS data into the report

### REPORT TYPE:

Sales Force

### GOALS:

- monitor sales team performance at the individual level ;
- compare the number of planned sales visits to actual visits;

### DATA SOURCES USED:

- External sales data "Sales Force Teams"
- Excel (budget)

### BIGGEST CHALLENGES:

- Grouping all the sales source and the sales force data into a single report
- integrating KPIs of the sales force data into the report

### REPORT TYPE:

Hospital management (operational)

### GOALS:

- consolidate data from internal sales and hospital contracts and monitor their progress
- compare production numbers to product orders and maintain a balance

### DATA SOURCES USED:

- External and internal sales data
- Excel (budget)

### BIGGEST CHALLENGES:

- tracking contracts from individual hospitals and as well as from hospital groups

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## RESULTS AND ACHIEVEMENTS

As a result of implementing Infinis Rapid BI Reporting & Analytics, Sigma-Tau continues to reap the following key benefits on a daily basis:

- All company data sources are organized in one convenient database
- Data changes are tracked automatically (no manual updates)
- Self-sufficiency in the creation of reports and dashboards
- Full traceability of reports and analyses
- Reduced IT involvement as faster workflow
- Reduced annual licensing costs
- No data warehouse maintenance fees

