Reporting & Data

Realize Digital Visions

Company-wide analytics: URSAPHARM relies on Qlik Sense

"By using Qlik Sense and Board, operational and strategic decisions can be made in a data-driven, agile and targeted manner. Simulations enable a rapid response to market events "

Jessica Muthweiler, Management Business Intelligence, URSAPHARM Arzneimittel GmbH

URSAPHARM

Overview

The success
Targeted, fast business decisions based on valid data

Client name
URSAPHARM Arzneimittel GmbH

Sector
Pharmaceuticals

Region
Saarbrücken, Germany

Function
Management, production, purchasing, materials management, financial accounting, marketing, sales

Business-Value-Driver
360° customer view, integrated financial planning, production monitoring, setup time optimization

CUSTOMER SUCCESS STORY

Being able to operate successfully at all times, even in a rapidly changing environment, is a priority for the medium-sized pharmaceutical manufacturer URSAPHARM. Since its foundation in 1974, URSAPHARM has developed into an internationally operating group of companies with headquarters in Saarbrücken and over 700 employees worldwide. In the field of ophthalmology, URSAPHARM has been one of the market leaders in Germany and other European countries for many years. URSAPHARM's ophthalmology range is complemented by products for use in general medical indications, such as allergy treatment, nasal health, enzyme therapy and the supply of trace elements. With subsidiaries in France, Benelux, Austria and Poland, among others, as well as cooperation agreements with distribution partners in over 80 countries, URSAPHARM has established itself as a global player in recent decades.

The manufacturer's market position is secured not only by numerous innovative products, but also by its self-image as an agile medium-sized company that can quickly adapt to a constantly changing environment - above all to changing customer requirements.

Agility through information transparency

"This agility requires all departments to be able to make operational decisions immediately. The basis for this is a sound database," says Jessica Muthweiler, Head of Business Intelligence, URSAPHARM Arzneimittel GmbH. "To meet these requirements, we need central BI software within which all relevant information from a wide range of specialist departments and data sources can be transparently organized and linked."

URSAPHARM opted for the Qlik Sense business intelligence platform. The decisive factors for this decision were the simple implementation, uncomplicated application and flexible analysis and reporting. A data warehouse ensures that all users have access to the same database as a single point of truth. SAP data and data from other systems are processed within this data warehouse.

At a glance

The challenges

- Replacing the Excel-based analysis process for SAP data
- Linking and preparing data from different systems for different analysis requirements along the supply chain

Solution

Implementation of Qlik Sense as a central data analytics platform; implementation of the Qlik NPrinting reporting solution for automated report creation and distribution to various report recipients

Implementation of BOARD as a planning front end

Results

- Central data storage of information from SAP systems and other systems as well as external market figures (sales data)
- Gain in knowledge for operational and strategic decisions through flexible linking and analysis of data from different source systems

External data also flows into the data warehouse.
The software is used throughout the company. Applications are available for the Production, Materials Management and Sales departments, among others. The management also benefits greatly from the improved information transparency, which enables faster data-based decisions. "The aim was to integrate a system that meets the requirements of the management, the business and department heads as well as the various specialist departments," says Jessica Muthweiler. "To ensure this, the various applications were conceptualized with the respective project teams. Based on this information, the required data was transferred to the data warehouse and various applications were developed in collaboration with our IT service provider H&Z.digital."
H&Z.digital has been supporting URSAPHARM in digital transformation projects for several years and supports the company with its broad technological expertise, extensive project experience and pioneering spirit, which is reflected in innovative, customer-oriented solutions.
"H&Z.digital is always characterized not only by mapping the status quo in a solution, but also by thinking ahead and developing and implementing technological ideas that fit our business and our very ambitious BI strategy - from the topic of technological data integration to the actual application," reports Jessica Muthweiler.

Use of the chatbot

"A Qlik-based chatbot for production, for example, is the result of such a good strategic view of future developments and the associated

opportunities to manage the company even better."

The chatbot created by H&Z.digital sends selected information from the production area directly to defined recipients via Microsoft Teams. Instead of having to start Qlik first and actively retrieve information, the employee receives information about the status of production directly on their smartphone, for example, so that they can efficiently initiate further steps.

"The employees on the production lines are informed much better and more directly via the chatbot and can therefore also react more quickly, which optimizes the entire production process," says Sabine Rott, Assistant Manager Technology / Project Engineer.
In addition to the chatbot, a classic Qlik application is also available for production.

360° customer view

H&Z.digital has also provided URSAPHARM with more insight for sales and marketing with its development vision: customers can be viewed from all sides using a comprehensive Qlik Sense application. For this purpose, actual values from the various company divisions and external market data are linked and made available in various applications, especially for sales and marketing in the form of sales and turnover reports as well as potential analyses at different levels of detail. URSAPHARM can, for example, match the sales of Hylo products with the sales figures of competitors and the population structure or regional purchasing power and visualize them graphically using maps in order to gain insights for further marketing and sales strategy. "Qlik Sense helps us to better manage

sales with well-founded decisions based on consistent data," says Christian Krensel, Head of Marketing & Sales at URSAPHARM Arzneimittel.

Automated Reporting

URSAPHARM uses the Qlik NPrinting reporting solution for the automated creation and distribution of reports to different report recipients, which enables reports to be created automatically and user-defined and distributed on set dates.

Planning with Qlik-Data

Qlik is also used in the planning context: all corporate planning at URSAPHARM is carried out using BOARD as a planning tool. However, Qlik is used as a reliable data supply for the consistent provision of actual data in the planning process and receives its planning data from BOARD in return. Qlik is therefore essential for a daily updated plan/target/actual comparison at URSAPHARM.

"The combination of Qlik and Board puts us in an excellent position to easily master current and future analytics and planning tasks. Thanks to our approach at URSAPHARM of always working together as a team, we have been able to build a software that is used in all areas, has a high level of acceptance and is used very intensively. Qlik Sense serves as a decision-making tool for both operational and strategic decisions," concludes Jessica Muthweiler.

The future

Due to the success and high level of acceptance, Jessica Muthweiler and her team are planning further process optimization projects with Qlik Sense. The focus will be on projects along the supply chain in order to optimize

business processes in the best possible way.

The Success

- Company-wide reporting and planning system established with excellent user acceptance

- Chatbot within production
- Matching of product sales with external data such as the regional population structure supports targeted sales planning

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Qlik Q

About Qlik

Qlik® has a vision: a data-literate world where anyone can use data and analytics to optimize decision-making and solve complex problems. As a privately held SaaS company, Qlik provides a cloud-based end-to-end platform for real-time data integration and analytics. It bridges the gaps between data, insights and action. By transforming data into active intelligence, organizations are able to make informed decisions, increase revenue and profitability, and improve customer relationships. Qlik operates in over 100 countries for more than 50,000 customers worldwide.

www.qlik.com

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About H&Z.digital

H&Z.digital GmbH is a specialized consultancy and solution provider for digital transformation in the BI environment. With technical and professional expertise as well as many years of experience, H&Z.digital supports its customers in making the modern working world simpler, more flexible and more transparent. The experts at H&Z.digital achieve this by providing their customers with holistic support as a sparring partner from concept to implementation.

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