

# ADVIZOR CASE STUDY

## ADVIZOR, BUSINESS OBJECTS, AND E-MATRIX GLOBAL IN ACTION AT ASTRA ZENECA



ADVIZOR's work at AstraZeneca is featured on the Business Objects home page, and is a great example of how ADVIZOR complements Business Objects' offerings and fills the gap of helping people understand information better.

This case study is written and published by Business Objects and reflects an excellent partnership story with substantial contribution of ADVIZOR products.

By providing the easy-to-use front end to the user community, ADVIZOR enables "AstraZeneca scientists and managers to do their jobs better, without having to learn new or complicated IT tools". We provide simple and effective display, and self-service analytics, that significantly offload IT workload. This story has been told live a number of times, most recently by AstraZeneca at the London BOUG (Business Objects User Group).

This is a wonderful example of our partner centric go-to-market strategy, with one of our core UK partners, E-Matrix Global, leading the way in collaboration with Business Objects.

### About 4D:

4D is located in Congleton in Cheshire. The company is built on providing a high level of Consultancy, Training and Service for Cognos BI, Advizor and MetaManager, a Management and Administration Tool for Cognos Environments as well as delivering end-to-end Management Information Solutions, Business Intelligence Applications and Data Warehousing Projects.

### From BusinessObjects – October 2005

#### Customers in the Spotlight

"In this highly competitive business sector, time-to-market dictates brand leadership and revenue generation. Business Objects [combined with ADVIZOR] business intelligence (BI) solution has enabled AstraZeneca to improve project management, cost control, and resource utilization and is helping us to achieve competitive research and development timescales." - David Scanlon, Business Manager, AstraZeneca.

#### Reduce Time-to-Market

AstraZeneca has over 12,000 research and development (R&D) employees across six international sites. The company spends more than \$3 billion on R&D every year - the same as over \$10 million every working day.

Drug development is highly competitive - every day saved in getting a new brand to market can be measured in millions of dollars. Drug patents last 20-25 years, and it takes 8-12 years to bring a drug to market. The shorter the product development and trial, the longer a company has to establish clinical brand leadership and generate revenue before a competitor can bring generic products to market.

Reduced time-to-market depends on efficient project management, careful resource utilization, and cost control. Immediate access to one consistent view of R&D information is critical.

"To support our requirement to accelerate drug development, AstraZeneca requires fast and easy access to global R&D information," says Chris Saxby, IT Consultant, AstraZeneca.

#### Global Information Platform

AstraZeneca developed the Matrix project management system to provide complete visibility of R&D information across the world. Matrix uses BusinessObjects (with ADVIZOR) to query and analyse global R&D information stored in an Oracle data warehouse.

Over 5,000 users across AstraZeneca's six international R&D sites can access and examine information on project schedules, costs, and resources. The company also selected BusinessObjects as its standard business intelligence (BI) solution and uses the suite across other areas of the business like manufacturing, finance, and marketing.

AstraZeneca uses BusinessObjects Dashboard Manager with Advizor Solutions technology to give senior management an at-a-glance view of key performance indicators (KPI's) across R&D.

According to Saxby, "Business Objects solutions are transforming the availability and accessibility of R&D project information within AstraZeneca."

#### Speeding Pharmaceutical Development

BI solutions from Business Objects let AstraZeneca track, understand, and manage the huge volume of project data it creates every day. Senior management, development teams, and therapeutic area teams have instant access to up-to-date R&D information to help them make quick, confident decisions. Easy access to R&D information gives AstraZeneca a clear picture of new-product project costs, and helps the company improve project scheduling, budgeting, and resource allocation.

With BusinessObjects and ADVIZOR, AstraZeneca has a significant advantage over competitors. A fast development process helps AstraZeneca launch products quickly and secure early brand leadership and higher revenue.

#### The top five reasons to choose Advizor

- 1 You need answers to the question 'why'
- 2 You are frustrated with piles of static reports
- 3 You are bogged down trying to 'slice and dice' data in spreadsheets and pivot tables
- 4 You need to explore both summary and detailed data
- 5 You need to communicate findings clearly with standard office tools

AstraZeneca 

 ADVIZOR  
SOLUTIONS, INC.

 Business Objects™

"Immediate access to R&D information is a critical component in the race to be first to market in the pharmaceutical industry. With BusinessObjects we now have a platform to deliver this information globally in a flexible manner that supports constant innovation and change. As a result we aim to speed development, better manage costs, and ultimately reduce time-to-market. Productivity is the key industry challenge," says Scanlon.

#### Quick Facts

#### Challenge

- ◆ To improve visibility and access of global R&D project management information

#### Solution

- ◆ BusinessObjects provides information to over 5,000 R&D users globally [ADVIZOR provides highly visual and self-service advanced reporting & analysis to over 1,000 R&D users / managers globally]
- ◆ BusinessObjects Dashboard Manager [with ADVIZOR] delivers key performance indicators to senior management

#### Benefits

- ◆ Global transparency of R&D information
- ◆ Improved resource utilisation
- ◆ Tighter cost control
- ◆ Accelerating drug time-to-market

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#### World-class Display and Analysis

Based on 15 years of Bell Labs development on how human beings perceive and react to displayed information, ADVIZOR is best-of-breed in displaying and analysing business information – especially multi-dimensional data. It is protected by over 20 patents.

#### Powered by Visual Discovery

Visual Discovery™ drives ADVIZOR'S exclusive display and interaction capabilities, enabling intuitive analysis with powerful charts and dashboards. Simplicity is the theme, and with a simple sweep of a mouse knowledge workers can explore areas of interest, select subsets, correlated across dimensions, navigate up and down hierarchies, animate over time and build descriptive and predictive analytic models

#### The ADVIZOR platform includes:

- 14 ADVIZOR Charts that support all business display needs
- Visual Discovery that includes both interactive visualization and predictive analytics for analysis
- Data Pool Architecture for fast calculation, aggregation, selection, filtering, display, and export
- Point-and-click interface so that "all you need is a mouse"



#### Other Examples of Advizor in Action

A major **Global Pharmaceutical Company** is improving its yield on drug development while shortening the cycle times. IT loads are reduced up to 30% since many custom reports are no longer needed. Front line managers can now understand and share best practices because ADVIZOR is deployed to more than 1,000 people

A **U.S. Retail Bank** has improved retention and cross-sell capabilities. Product Managers and Sales Analysts "slice and dice" customer information to make decisions without IT involvement. Workloads have been reduced 20-30% and decisions are being made more rapidly and accurately.

A major **U.S. Healthcare Clinic** has improved the quality and efficiency of its patient care by better understanding treatment patterns by physician, patient and provider. Unit managers now use ADVIZOR to understand and share best practices, which was not possible before.

**"ADVIZOR has reduced workloads easily by 20 to 30 percent.**

**Life is so much easier now and fulfilling our informational needs."**

*(Sun National Bank)*

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