

## ADVIZOR, Business Objects, and E-Matrix Global in Action at AstraZeneca

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

The case study below 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.

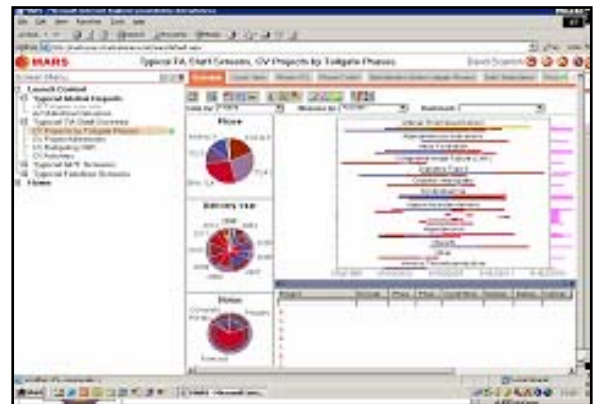
This is a wonderful example of our partner centric go-to-market strategy, with one of our core UK partners, E-Matrix Global, leading the way in collaboration with Business Objects.

*"The MARS BI reporting tool is powered by ADVIZOR® leading-edge visualization technology and was implemented to fully exploit the rich data within the MATRIX data warehouse and improve significantly the availability of Project Planning information across the organization."*

*"With ADVIZOR the business analysis team has been able to provide the correct data to the correct people in hours, rather than weeks, by more efficient use of the data in our systems. This has been witnessed at functional, project and board level."*

*"One surprising but pleasing aspect of the work was greater collaboration within a diverse and diffuse Project Management community. By effectively displaying the ranges of delivery, Global Project managers are able to see who is more effective in delivering projects through the development process. This has led to learning dialogues ensuring the sharing of good practices, leading to continual improvement."*

**David Scanlon**, business manager, AstraZeneca



MARS Portal showing ADVIZOR charts

## *From Business Objects*

### **Customers In The Spotlight**

"In this highly competitive business sector, time-to-market dictates brand leadership and revenue generation. The ADVIZOR with Business Objects 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."

"We needed to be able to provide information to Project Managers in a way that they do not need advanced degrees in the use of software. A key part of the deliverable is a tool owned by the business, which can be evolved by the business and supported with only hardware requirements."

- **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 clinical trial, the longer a company has to establish 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 Business Objects for standard reporting, and ADVIZOR to query and analyze 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.

AstraZeneca uses the combined solution to give senior management an at-a-glance view of key performance indicators (KPIs) across R&D. According to Saxby, "The ADVIZOR and Business Objects solution is transforming the availability and accessibility of R&D project information within AstraZeneca."

## **Speeding Pharmaceutical Development**

BI solutions from ADVIZOR and 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 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.

"Immediate access to R&D information is a critical component in the race to be first to market in the pharmaceutical industry. With this integrated solution 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 summary information via reports 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
- ADVIZOR delivers key performance indicators to senior management

### **Benefits**

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