



Advanced Analytics Award

Sponsored by IMS Health

JUDGES' COMMENTS ABOUT THE 3 SHORT-LISTED ENTRIES

DOTS unveiled; or how to discover hidden gems in the data haystack *sanofi-aventis*

The judges were impressed with the modelling skills brought to bear on a clearly identified and explained business forecasting issue. Although designed with a particular product in mind, the applicability of the solution to many other areas was also seen as an important benefit.

Customer Targeting - Closer to the Customer *Pfizer*

This project set itself some very ambitious objectives to introduce a new customer classification approach with buy-in from field-based and office stakeholders. The rigorous process adopted brought together an impressive range of data from a variety of sources to produce a simple, actionable solution to inform targeting strategy across the business portfolio.

It wasn't raining when Noah Built the ark *sanofi-aventis/CSL*

This innovative project set out to align company strategy with NHS priorities at a local level, incorporating a broad range of stakeholder views and sources of data. The judges were especially impressed with the way the system was able to incorporate information from across the company in a way that ensures the knowledge base is always up to date. It was also pleasing to see that the project has been able to demonstrate a significant positive impact on the UK business.

WINNING ENTRY

It wasn't raining when Noah Built the ark *sanofi-aventis/CSL*

Executive Summary:

A newly merged organisation with a range of diverse reporting systems. An external environment changing at a faster rate than ever before. A number of new data sources entering the public domain.

During 2007 and 2008 sanofi-aventis' I-plan – developed in conjunction with CSL – met these challenges head on, moving the company away from a business planning process which was both cumbersome and inconsistent to one which aligns the company more closely than ever before with the NHS and which is already delivering significant benefits across the UK business.

Judges comments about why this entry stood out:

This innovative project set out to align company strategy with NHS priorities at a local level, incorporating a broad range of stakeholder views and sources of data. The judges were especially impressed with the way the system was able to incorporate information from across the company in a way that ensures the knowledge base is always up to date. It was also pleasing to see that the project has been able to demonstrate a significant positive impact on the UK business.

What set this project apart was the way a sophisticated interactive solution was able to simply present a very complex set of inputs in a transparent way to provide clear guidance and insight to end users, linked to a robust evidence base.