

Excellence in Business Analytics

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Winning Entry:

Is Simplicity, Speed and Quality, really an unattainable dream?



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Entrants' short summary

With time becoming ever increasingly valuable in today's climate, simplicity, speed and quality is a must for pharmaceutical companies. Teva UK needed a solution to facilitate consolidated reporting in order to accelerate decision support across their organisation allowing their Commercial Excellence function to really focus on what is important, delivering critical business goals.

Collaborative working with QuintilesIMS enabled use of the latest technology to deliver a robust and scalable reporting backbone allowing accurate and faster data delivery, better planning and timely decision making as well as a harmonisation across data services with automated validation gap analysis of each time period.

What the Judges said:

"A **complex business need** was brought to life in this submission - one that is common to many organisations. The entry demonstrated **effective resolution through complex analytics and data automation**, to reduce workload and increase coherence. Speed and standardisation **positively impacted** both business output and interactions between the Commercial Excellence function and internal business partners."

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