



Integrated reporting and analysis fit for the job

Executive overview

Why SAP

Solution

Benefits

Company

Omega Pharma

Industry

Pharmaceutics

Products and services

Prescription-free pharmaceutical products

Websitewww.omega-pharma.be**SAP® Solutions**

SAP BusinessObjects

SAP BW

Partnerelement61 (www.element61.be)

Omega Pharma is a worldwide vendor and manufacturer of prescription-free, pharmaceutical products. Founded in 1987 in Belgium, the company was acquired by American manufacturer Perrigo in 2014. Initially relying on the standard reporting possibilities of SAP ECC, the company was looking for a flexible, global solution to streamline its reporting. With the help of element61, Omega Pharma successfully set up a central Business Analytics & reporting environment.



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Local flexibility, global reach

In the past, Omega Pharma relied on SAP ECC's standard reporting possibilities to gather and analyse data. To keep up with its global growth, the company sought a solution to offer both centrally guided and corporate reports without losing the reporting and analysis flexibility of its local offices. Following its successful implementation of SAP BPC, element61 was asked to set up and develop a fitting central Business Analytics & reporting environment.

Multiple challenges called for a comprehensive central reporting environment. The solution had to be easy to integrate within the existing environment. What's more, a phased rollout in all European branches, parallel to the implementation of SAP ERP, had to cope with not all modules being implemented at the same time in all countries.

Both SAP data and external data needed to be integrated into Omega Pharma's reporting environment, thus enabling them an integrated view.

The front-end solution needed to ensure that all reports were secure and that only appropriate data was shown to end-users. Creating reports had to be equally user-friendly on both corporate and decentralised levels. Multi-dimensional analysis and standard reporting had to come from the same platform, thus allowing root cause analysis as well as printing customer reports for sales visits.



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The logical choice

element61 proposed an integrated SAP Business Analytics solution based on a SAP BW back-end and the SAP BusinessObjects BI platform as the front end. For Omega Pharma, SAP BI was a logical choice: it enabled them to follow the pace and priorities that were previously set for the SAP ERP implementation project. Data extraction from SAP ECC for use in SAP BW is by default included in SAP BI. Any other solution would have required additional investments. Similarly, the user security system from Omega Pharma's SAP ECC system could be reused in the SAP BW and SAP BusinessObjects environments at no extra cost.

First off, Omega Pharma chose to implement the Controlling - Profitability Analysis (CO-PA) and Sales Order reporting domains. Once completed, this enabled the company to perform a full sales analysis focussing on gross margin and individual sales details. Thanks to the integration of the CO-PA and the sales data within SAP BW, some extra characteristics that were not available in the standard CO-PA environment could be added to end-user reporting.

SAP BusinessObjects WebI allows end-users to easily change reports and interact with them, without needing extensive technical knowledge on complex queries. To enable efficient report creation on all levels, element61 suggested including more objects in the SAP BW queries. These objects could then be used within the WebI query panel, thus enabling easy reporting without compromises on performance or openness.

This first phase of the project was well received both at corporate level and in Germany, one of the pilot countries to implement the solution. The Austrian division and the Belgian 'green' division Biover were next in line to have the solution implemented.



Executive overview

Why SAP

Solution (2)

Benefits

More data, deeper insight

The next step in the project was the addition of sales and operations planning data for a selection of pilot brands in all countries. Where needed, SAP data were enriched with external data from flat files provided regularly by external partners, resulting in integrated reports. An automatic data collection and validation process not only saved time, incorrect entries or formatting were now automatically detected and the responsible operators immediately warned.

Sales budget data at brand level for the non-SAP affiliates and planned sales budget data at SKU level from the SAP ERP CO-PA module were neatly integrated. This enabled a close follow-up on any discrepancies with the actual sales data.

Another project highlight was the integration of IMS sales data within the analysis environment at a corporate level. It allows Omega Pharma to track its competitors' performance. As a result, Omega Pharma can now analyse with more precision product data from its own ERP system and compare these with IMS market data.

The integration of IMS data into SAP BusinessObjects WebI provides corporate marketing representatives with mobile access to reports during their country visits. Following positive experiences, the Belgian branch asked to integrate even more detailed IMS data into the global environment, thus allowing them to understand the local market even better and to detect opportunities quicker.

Over time, Omega Pharma gradually implemented more modules and added more external data to the reporting and analysis environment. All pilot countries now have full access to the solution. With the rollout of the solution proceeding alongside that of Omega Pharma's ERP system, each new country to connect to SAP ERP gets instant access to all data and corporate reports.



Executive overview

Why SAP

Solution (2)

Benefits

Maximizing return on past investments

Omega Pharma chose a strong integration of its ERP, budgeting, planning and consolidation software, all running on SAP technology, in one coherent analysis and reporting environment. At the heart of this set-up are SAP's BI solutions, including SAP BW and the SAP BusinessObjects BI platform. With this solution, Omega Pharma maximizes the return on past investments, while paving the way for further integration in the future.

The reporting and analysis environment integrates a wide range of data from multiple SAP applications and external sources. An iterative approach, gradually adding modules and data, kept Omega Pharma in control throughout the project. The rollout in a limited number of pilot countries provided a solid base for implementing a fully working solution in other countries.

The system guarantees that both at a corporate level and on a decentralized level the same data and standards are used. Automated data collection has significantly reduced manual labour inputting data from external sources while, at the same time, reducing data quality issues. Automated reporting leaves more time for data analysis. What's more, because data is updated on a daily basis, operators always have the latest stats and trends at their fingertips. And thanks to the parallel rollout alongside the implementation of Omega Pharma's ERP environment, each new country immediately gets access to the full set of data and reports.



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