



## Experion Case Study Business Intelligence and Sales Forecasting



## Improved Business Intelligence and Sales Forecasting using SAP BI

### Overview

#### Customer Profile

A leading biopharmaceutical company based in Europe

**Location:** Germany

**Industry:** Pharmaceuticals

#### Business Situation

Develop a powerful and comprehensive reporting solution; improve the overall usability of the existing Sales Force Data tool and enhance the application with additional features.

#### Solution

Designed and developed the BI reporting solution using SAP BI. Enhanced the SFD system for improved the look and feel of the user interface, better usability and addition of key features.

#### Benefits

- Enhanced accuracy of sales forecasts
- Increased usability of SFD application
- Standardisation of reports
- Improved visibility and control over sales operations across regions
- Better consolidation of data across multiple applications/ platforms

#### Technology

.NET, SAP BI



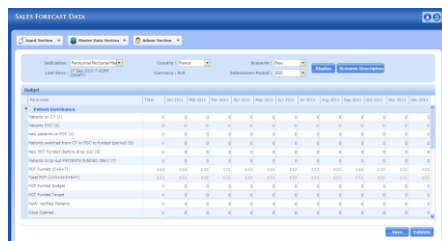
The client is a leading biopharmaceutical company based in Germany. The marketing division of client uses a web based tool called Sales Forecast Data (SFD) for sales forecasting. Developed using ASP.NET platform, the SFD tool helps in collating and consolidating target figures, budget figures, strategy figures and actual figures from various sales regions. Data is uploaded into SFD tool using excel templates with data getting picked from SAP R/3 systems, BPC and CRM systems.

To make the most out of data captured in SFD tool, the client wanted to develop a reporting solution based on a powerful and comprehensive Business Intelligence platform. There was also a need to improve the overall usability of the existing SFD tool and enhance the application with additional features.

Experion developed the BI reporting solution using SAP BI. The data from SAP, BPC, CRM and SFD applications is loaded into the SAP Data warehouse and BI reports are generated using the SAP BI reporting platform. Reports developed for the client included KPI Forecast Accuracy Report, Country Forecast Accuracy Report, KPI Budget Accuracy Report, KPI Cumulative Forecast Accuracy, etc.

The enhancements to the SFD system was done in ASP.NET and included redesign the look and feel of the user interface and better usability, incorporation ISO currency codes, improved calendar management features, enhanced data validations, development of dashboards for better tracking and monitoring, etc.

Experion's SAP BI and ASP.NET teams worked closely with the business and IT teams of the client, using an onsite-offshore model to design, develop and deliver the overall solution.



Sales Forecast Data (SFD) Tool



SAP BI Report

**About Experion:** A 5+ year old company founded and managed by a team of experienced professionals with more than 200+ years of combined experience in technology and international business. Experion has a track record of delivering enterprise, mobile, web and engineering solutions to over 50 customers worldwide. Our customers range from Fortune 500 and Global 2000 corporations to early stage start-ups.

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