

Case Study: Bayer New Product Launch



“Verix is the only option for product launches in Pharma”

Director, Reporting Powerhouse, Bayer

At a Glance

Challenges

- Generating actionable Insights
- Rapid deployment
- Quick implementation of changes
- Consolidated view of all analyses
- Single-version-of-truth
- Accessible online, offline, iPad.
- High usage rate

Deployment Scope

- Analytical Applications: New Product Launch, Managed Markets Analysis, Sales Performance, Pre-Call Planning (Physician Card), Performance Management
- Integrating 16 internal and external data sources
- Replaced 11 reporting systems
- Over 350 daily users

Overview

When Bayer US Pharma, was about to launch two new high profile Oncology drugs, the need for a cutting edge, agile analysis solution was a prerequisite to guarantee success in this competitive market. Verix was chosen after a careful selection process, to support the sensitive and complicated launch process of these specialty products.

Before adopting Verix, Bayer invested in several enterprise-wide BI platforms. Alas, outcomes were suboptimal: reporting was slow to deploy, pushing users to create fragmented reports to meet acute needs. Even worse, those platforms were unable to change at the speed of business.

The launch of Bayer’s new Oncology drugs with Verix’s New Product Launch analytical application became a remarkable success. Bayer enjoys the clear actionable insights and consolidated view of the business - all based on a single version of the truth across commercial operations. Consequently, Bayer decided that Verix will be the solution of choice for all new launches and gradually will be implemented for all Business Units to replace other BI solutions and enable the company to have one single, effective solution across the entire organization.

The Need – First months of a new drug are most critical

Before Verix, Bayer used 11 different reporting platforms, though the need for up-to-date, relevant, coherent information was not being met. Hundreds of weekly, redundant reports made it hard to reach effective utilization. Reports were fragmented, often conflicting; and did not enable actionable insights.

Managing drug launches is complicated, with data coming from many sources that need to be integrated into a comprehensive view to understand all influences – both in-house (sales, marketing, managed markets, finance, manufacturing) and external (competitive, market, prescribers, Payers).

The first three months in any new drug’s life are most critical for its success, requiring constant tweaking of critical components of your strategy, such as promotions, targeting, messaging and pricing.

At a Glance

ROI

- Exceptionally **successful product launch**
- **Saving of >\$2.5M** on change requests
- Huge **time saving** across commercial operations
- Significantly **higher utilization** across the organization

Bayer users of the Verix Platform

- Oncology senior management & brand team
- Business analysts
- Home Office (sales team)
- Field sales team
- Managed Markets (Strategic & National)

About Bayer

A worldwide leader in pharmaceutical and medical products for the prevention, diagnosis and treatment of diseases.

In 2016 Bayer had 115,200 employees and recorded revenues of €46.769 billion

Bayer needed business insights to support decisions of senior management, sales leadership and field sales with KPI's to measure Managed Markets, sales forecasting and call detailing activity. Everything had to support a variety of roles (brand specific and sales specific), with appropriate access limitations per role, so people only see what they need.

Data sources to be integrated include Bayer's Data Warehouse, Veeva (CRM), ProMetrics (Decision Support tool), LASH (rebate optimization tool), CLM, as well as unstructured data, such as Speaker Programs, Finance/Forecasting data, Call Plan, Cardinal (healthcare supplies distribution), Licensing database, Zip-to-territory database, Sales goals, Ecosystems, and Managed Markets metrics.

The Challenge - Agility could not be compromised

Bayer defined key criteria to evaluate an analytic solution for the upcoming launches:

1) Agility and flexibility

Timing for the initial implementation as well the flexibility to quickly perform ongoing change requests were defined as most critical. Bayer wanted a quick implementation that could be up and running within weeks.

2) TCO – Total Cost of Ownership

The TCO includes setup, initial configuration, change requests, and most critical, keep the system up and running. Launch KPIs constantly evolve with the launch, and even established business units see a lot of change. Analytical tools must reflect all changes and look only at relevant KPIs to bring real value.

Verix pricing includes changes, which is a huge advantage over previous platforms.

3) Business Value

Does the solution answer reporting needs?

Does it provide actionable insights? Does it bring real value to the organization?

A good way to measure the value is the utilization rate, both of the tool and the reports it generates. Bayer keeps measuring usage, which exceeds expectations with Verix.

The Verix Solution - End to end

Verix helped design specific needs – KPIs, views, and correlations between various elements. The application monitors the new drug's performance and how all components of the launch are influencing one another. Performance is constantly compared with benchmarks and goals: such as prescription rates, market share, new patient trends, and week on week or month on month growth in market share. Views are tailored to each user - per physician/account/ geography/region/patient. Marketing campaigns and Managed Markets contracts information are integrated to analyze interdependencies. Dashboards are defined per user role, so every user sees only what he/she needs to see and isn't overwhelmed with irrelevant information. Users can drill down to explore underlying drivers and get granular information on performance.

Verix conducted focus groups to understand the exact needs of every user group to be involved in the launch and ensure all requests were incorporated. "Train the Trainer" sessions with representatives from each user group gave further feedback. This attention to detail is one of the secrets behind Verix's high utilization rate.

About Verix

Headquartered in San Jose, CA, Verix offers innovative SaaS Business Analytics solutions specifically designed to help companies increase sales, enhance ROI and optimize business development efforts. Verix's pre-packaged applications combine external and internal data sources with its proprietary Intelligent Business Alerts (HotSpots) technology to provide users with a holistic understanding of their market and business operations, as well as detect threats and opportunities as they begin to emerge. Verix goes beyond traditional Business Intelligence, leveraging data to identify and answer business questions.

“Verix’s speed and flexibility make it ideal for new product launches and Managed Markets”

Director, Reporting Powerhouse,
Bayer

Verix is the only product in the market that specializes in Pharma Launches. Bayer felt that it addresses exactly their needs. Verix's library of pre-packaged life science applications enables notoriously quick implementations.

Today, Verix is used by everyone in Bayer's commercial operations to make data-driven decisions: Sales, Sales management, marketing, analysts, and managed markets. Reporting is no longer a pain-point, but a solution to empower actionable insights.

After using 11 reporting systems before adopting Verix and being repeatedly perplexed by their inability to keep up with the pace of the business, Bayer feels that the greatest, unique advantage of Verix is agility - implementing endless ongoing change requests within hours or days. The flexibility of the architecture, the design team and the professional services team in the back that easily adapt to any necessary change, fully understanding the necessity for flexible thinking as well as fast implementation. As a result, Verix is substantially more used than any analytical system adopted by Bayer, and at the end of the day, far cheaper.

Verix's domain expertise in the Life science industry made the implementation flawless. Business rules were transferred with ease, visual components and KPI's were designed with the users' needs in mind; special needs of Bayer's new oncology drug were easily enabled (e.g. 90 day allocation methodology. Verix implemented this within days, while other systems don't support such adjustments.)

“Previous reporting experiences with other vendors have probably jaded people, and created hesitation to try yet another reporting solution. Seeing Verix in action with our real data crushed all doubt.” said the director of Reporting Powerhouse.

Forward Looking for Bayer – Leverage the success

The launch of Bayer's new oncology drugs was exceptionally successful. Tracking and monitoring the process from planning to execution was smooth and efficient.

By using Verix's analytical applications solution, which includes change requests and any needed tweaks and adjustments in the price, Bayer saved over \$2.5M a year. Moreover, the real gain is in significantly higher usage rate and business value derived from the solution.

The positive experience influenced other divisions to adopt Verix, and it officially became the Reporting Platform of Choice for Bayer US within two years. Currently, Verix continues to expand within Bayer with Global solution and a continuously growing library of analytic applications.



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