

CUSTOMER CASE STUDY

Astellas: Every Angle Simplifies Validation for Pharma

Astellas is one of the top 20 pharmaceutical companies in the world, employing 17,000 people globally. As a young and forward-thinking company, Astellas is dedicated to improving the lives of people around the world through the introduction of innovative and reliable pharmaceutical products focused mainly on urology, transplantations and oncology. Astellas continues to develop first-in-class and best-in-class products in key therapeutic areas by combining outstanding R&D with marketing capabilities and continuing growth in the world pharmaceutical market.

Astellas aims to strengthen its capabilities as a research-driven pharmaceutical company, playing the vital role of bringing innovative therapies within reach of patients around the world and continuing to build trusted networks amongst physicians and partners. Being a pharmaceutical organization, Astellas deals with specific challenges in the Pharmaceutical Industry, cost pressure on finished products and time to market for medicines. Having the proper information at hand is key to the organization's success. Astellas had been using SAP for years and has a centralized IT department that was occupied with running reports from SAP. In 2004, Astellas decided to implement Every Angle as an operational reporting tool.

Implementation of Every Angle

The main reason for implementing Every Angle was the validation effort in creating standard reports in SAP. Normally every report requirement had to be validated, but as Every Angle only needs to be validated upon implementation, the use of this reporting tool became very obvious to Astellas. They realized they could save time and the ease of use was very beneficial to those who did not have specific SAP knowledge or IT skills to create and run reports. Astellas started using Every Angle for their supply chain side; purchasing, manufacturing, quality and logistics.

Management issues/challenges

Astellas' management was looking for solutions to a number of pressing challenges, such as:

- A lot of time and effort is spent on the validation process. How

can we reduce this?

- How can we minimize our IT resources spent on SAP queries?
- Can business users without SAP knowledge run reports and be more self-sufficient?
- We need a flexible tool that can be used in different departments in different countries
- How can we effectively measure our forecasting KPIs?
- We have SAP BW but spent a lot of time and resources on building reports.

Results

After implementing Every Angle, Astellas was able to:

- Reduce validation. Astellas only had to validate Every Angle once at implementation
- Reduce support levels (need hardly any help from IT)
- Have business users make and run their own reports
- Roll out Every Angle to other departments, such as Finance, O2C and APO
- Create forecasting accuracy reports to assess the forecasting KPIs
- Use Every Angle as a prototyping tool to define reports in SAP BW. This saves Astellas valuable time and resources.

Examples of how Every Angle is being used

• Validation process

The validation process is very important in the Pharmaceutical Industry as human lives are at stake. Normally, SAP users have to write different report specifications and have those tested



“ Validation is very important in the Pharmaceutical Industry, as human lives are at stake. Every Angle simplifies this validation ”



PATRICK SPITT

Senior Business Information Manager



and validated before creating a report. Every Angle needs to be validated upon implementing and then, business users can run any report in Every Angle as it is validated accordingly.

• **Overload on IT requests**

Business users did not get the information they needed and between the validation process and defining the right questions, it took the IT department a lot of time to get the correct answers. Now the business users make and run reports ad-hoc within minutes themselves. They experience Every Angle as a flexible, fast and user-friendly tool.

• **(Lack of) SAP knowledge**

Every Angle is used on different levels within the organization. Business users without SAP knowledge are able to run reports themselves, but even proficient SAP experts use Every Angle for the more complex reports such as; Info Records, Batch Traceability and BOM Information. The main reason is that Every Angle is truly an out-of-the-box solution. It comes standard with (pre-defined) connections between information and tables from several sources in SAP. The structure is in place so when running reports the system automatically extracts the information from various sources.

• **Increasing the use of Every Angle in Astellas**

Astellas initially implemented Every Angle for their supply chain side; purchasing, manufacturing, quality and logistics. After using it effectively, Astellas is also planning to roll it out to Finance, O2C, BI and APO. Also other countries are interested in the diverse possibilities of Every Angle.

• **Measuring KPIs effectively**

The forecasting KPI is a very important KPI for Astellas. They create forecasting accuracy reports to assess their forecasting KPIs. This way, they can measure how their actual sales are lined up compared to their forecasted sales.

• **Prototyping tool for SAP BW**

Astellas has SAP BW, but found out that it is not suitable for ad-hoc reports. Astellas uses Every Angle as a prototyping tool to define reports in BW. The ease of Every Angle enables Astellas to try, test, refine and monitor their reports. Once they have the right specifications on operational level, they will rebuild it in SAP BW to monitor KPIs (on strategic level.)



Patrick Spitt, Senior Business Information Manager
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 **Every Angle**

Cross-process self-service analytics for SAP®

Every Angle's self-service, cross-process analytical capability empowers organizations with new levels of actionable insight - enabling them to **'know more and act faster'**. Every Angle provides real **understanding** of what is actually going on across the business (and why), enabling people to act early enough to **control** performance and drive significant financial **improvements**.