

# ASTRAZENECA SPEEDS TO MARKET WITH INSIGHT FROM BUSINESS OBJECTS

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*David Scanlon, Business Manager, AstraZeneca*



## Industry

Pharmaceutical

## Business Process

Project management, development, operations

## Challenge

Competitive pressures demanded that AstraZeneca reduce time-to-market and improve visibility and access to R&D project management data.

## Why Business Objects?

The scalable Business Objects BI solution gives more than 5,000 users the capability to access R&D data. Key performance indicators allow senior managers to monitor global projects – improving resource utilization, controlling costs, and accelerating drug development.

## Business Objects Products and Services

BusinessObjects

BusinessObjects Dashboard Builder

## CHALLENGE

AstraZeneca is one of the world’s leading pharmaceutical companies, engaged in the research, development, manufacture, and marketing of prescription pharmaceuticals and the supply of healthcare services. AstraZeneca has sales activities in over 100 countries and manufacturing facilities in 19 countries. AstraZeneca has over 12,000 research and development (R&D) employees across six international sites and spends over \$3 billion annually on R&D, the equivalent of over \$10 million every working day.

Drug development is highly competitive, and each day saved getting a new brand to market saves millions of dollars. Drug patents last 20 to 25 years, and it typically takes eight to 12 years to bring a drug to market. Therefore, the shorter the product development and clinical trial, the longer a company has to establish brand leadership and generate revenues before a competitor can bring generic products to market.

Reduced time-to-market is dependent upon maximizing project management efficiency, resource utilization, and cost control. Immediate access to one consistent view of R&D information is critical to support these processes. “To support our requirement to accelerate drug development, AstraZeneca requires fast and easy access to global R&D information,” says Chris Saxby, IT consultant, AstraZeneca.

## APPROACH

To provide complete visibility of R&D information across the world, AstraZeneca has developed and deployed the Matrix project management system. This system uses BusinessObjects™ software from Business Objects, an SAP company, to query and analyze global R&D information stored centrally in an Oracle data warehouse. Over 5,000 users across AstraZeneca’s six international R&D sites can access and interrogate information on project schedules, project costs, and resource utilization. In addition, the company has selected BusinessObjects as its standard business intelligence (BI) solution. AstraZeneca also is using BusinessObjects software across other core areas of the business such as manufacturing, finance, and marketing.

The pharmaceutical giant is also implementing BusinessObjects Dashboard Builder to deliver dynamic at-a-glance displays that show the status of key performance indicators across R&D to senior management. “Immediate access to R&D information is a critical component in the race to be first-to-market in the pharmaceutical industry,” says Saxby. “With BusinessObjects, we now have a platform to deliver this information globally in a flexible manner that supports constant innovation and change. As a result, we aim to speed development, better manage costs, and ultimately reduce time-to-market. Productivity is the key industry challenge.”

## RESULTS

According to Saxby, “Business Objects solutions are transforming the availability and accessibility of R&D project information within AstraZeneca.”

BI solutions from Business Objects enable AstraZeneca to track, understand, and manage the huge volumes of project data it creates every day. Senior management, development teams,

and therapeutic area teams all have instant access to one consolidated view of up-to-date R&D information, helping them make faster and more confident decisions.

This fast and easy access to R&D data provides a greater global view of project activity and of how much R&D is spending on developing new products. And this R&D insight enables more accurate project scheduling, project budgeting, and resource allocation – helping AstraZeneca to plan more effectively and reduce costs.

Leveraging the information provided by BusinessObjects, AstraZeneca is gaining a significant competitive edge by accelerating its time-to-market for new products. A faster development process helps AstraZeneca to launch products earlier in order to secure early brand leadership and increased revenues.

“In this highly competitive business sector, time-to-market dictates brand leadership and revenue generation,” says David Scanlon, business manager, AstraZeneca. “Business Objects has enabled AstraZeneca to improve project management, cost control, and resource utilization, and is helping us achieve competitive research and development timescales.”

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