



## Medications Manufacturer Gains Advanced, Cost-Effective Business Intelligence

### Overview

**Country or Region:** United States

**Industry:** Life sciences—Pharmaceuticals

### Customer Profile

Heel is one of the world's largest manufacturers of homeopathic pharmaceuticals. Its U.S. subsidiary in Albuquerque, New Mexico, employs more than 100 people.

### Business Situation

The Heel office in Albuquerque lacked visibility into its operational data, and its manual-based reporting was time-consuming, inconsistent, and often inaccurate.

### Solution

Heel deployed a business intelligence (BI) solution based on Microsoft® SQL Server® 2008 data management software and Microsoft Office PerformancePoint® Server 2007.

### Benefits

- Achieves powerful BI at a low cost
- Offers an instant view of performance
- Improves reporting, saving up to 200 hours per month
- Enhances business operations

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Scott Mitchell, Senior IT Manager, Heel

Heel, an Albuquerque, New Mexico-based homeopathic pharmaceutical manufacturer, lacked visibility into its business operations and struggled with inconsistent, inaccurate, and delayed reporting. To address those issues, Heel deployed a business intelligence system based on Microsoft® SQL Server® 2005 data management software and Microsoft Office PerformancePoint® Server 2007 that integrated with its existing Microsoft software. Heel implemented the solution for about 25 percent of the cost of competitive offerings. Company reporting is more accurate, and Heel has saved about 100 hours per month in reporting time alone. It has gained in-depth OLAP analysis for sales, marketing, customer service, and forecasting with a solution that extends the value of its Microsoft-based infrastructure and is easy to deploy, use, and support.

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## Situation

Heel, Inc., is the U.S. subsidiary of a German-based company that is one of the world's largest manufacturers of homeopathic medications. The U.S. subsidiary, founded in 1979, employs more than 100 people in Albuquerque, New Mexico. Heel distributes its products in more than 50 countries.

Until recently, Heel lacked a single view of its operational performance to evaluate its sales and marketing efforts and make meaningful forecasts. The subsidiary needed to provide reports to its managers and to the company headquarters in Baden-Baden, Germany, but consistency was almost impossible to obtain.

Managers created reports from a variety of systems and compiled them using Microsoft® Office Excel® spreadsheet software. They pulled data from online transaction processing (OLTP) systems, the customer relationship management system based on Microsoft Dynamics® CRM 3.0, and the enterprise resource planning (ERP) system based on Microsoft Dynamics GP 9.0. “Everybody was using the same raw data, but you could talk to three different departments, and they would give you three different formulas for making calculations,” says Scott Mitchell, Senior IT Manager, Heel. “And with multiple versions of the ‘truth,’ I would have to explain in the boardroom every month why those reports were inconsistent.”

There were other problems, too. Getting historically accurate data was challenging. For example, the ERP system used different customer codes for different types of practitioners and territories. If a customer changed practices or territories, its sales data migrated to the new customer code or territory, making it difficult to see a true picture of the sales history. What's more, because reporting was largely manual, it sometimes took a week to finish the month-end financial reports.

The ability to analyze data for forecasting and planning was nearly nonexistent. “There was very little analytical capacity when we were just reacting to requests for reports,” says Mitchell. “In addition, our executive management team in Germany was not happy with the quality of our reports or data. We needed a single version of the ‘truth’ based on accurate data, and we needed visibility into our operations to make good business decisions.”

## Solution

Late in 2005, the Heel office in Albuquerque began looking for a business intelligence (BI) solution for its data management and reporting problems. The company briefly considered a couple of third-party solutions, including one from SAP, but ultimately decided to build its solution using Microsoft software. “We had based our infrastructure on the Windows Server® 2003 operating system. And looking at the price of a traditional BI solution, it just made sense to go with Microsoft,” says Mitchell.

In late 2006, in the first phase of deploying the new solution, Heel started to set up a data warehouse using Microsoft SQL Server® 2005 data management software and Microsoft SQL Server 2005 Reporting Services. The company had just begun to create business scorecards using Microsoft Office Business Scorecard Manager 2005. At about the same time, Mitchell attended a Microsoft conference, where he saw a demonstration of Microsoft Office PerformancePoint® Server 2007 business intelligence software, the replacement for Business Scorecard Manager 2005 that was still in development.

Based on that early investigation, Mitchell decided to complete the BI system using a beta version of Office PerformancePoint Server 2007. By April 2007, the data

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warehouse was complete. “We had never built a data warehouse before,” says Mitchell. “But the time from requirements gathering through implementation was only about four months.” Mitchell relied on his Microsoft sales representative and information on the Microsoft TechNet Web site and MSDN®, the Microsoft Developer Network, to complete the deployment.

Multidimensional online analytical processing (MOLAP) cubes were added to the data warehouse so that data could be viewed in multiple ways. Data was extracted from Microsoft Dynamics CRM, Microsoft Dynamics GP—which includes accounting, sales, inventory, purchasing, and manufacturing data—and even the telephony systems.

By the end of 2007, Heel had working scorecards and dashboards showing role-based key performance indicators for employees and managers. Heel also deployed Microsoft Office SharePoint® Server 2007 to support the distribution of reports through a Web-based portal.

### Benefits

The new business intelligence solution, which today includes the Windows Server 2008 operating system and Microsoft SQL Server 2008, as well as the integrations with Office PerformancePoint Server 2007 and the rest of the Microsoft infrastructure, has given Heel increased visibility into its operations at a cost far less than that of traditional BI solutions. “It’s amazing the functionality you can get by integrating just a few Microsoft products,” says Mitchell. The company has not only enhanced its business operations, but also improved reporting—saving 100 to

200 hours per month—and built a solution that it can expand on.

### Achieves Powerful Business Intelligence—at a Low Cost

Heel is impressed both with the performance of the BI solution and with its cost. With accurate data derived from a single system, Heel no longer faces multiple, inconsistent versions of the same reports, with calculations made in varying ways. Everyone shares the same view of the business. In addition, the new BI solution can provide an accurate snapshot of any time period, eliminating issues that once arose when customers moved.

The company now has more visibility into its operations, and the solution is cost-effective. “With the Microsoft solution, small and medium-sized businesses now have the business intelligence capabilities that were once available only to Fortune 500 companies, at a fraction of the cost,” says Mitchell. “Based on the vendors we were considering, the Microsoft solution was about 25 percent of what we would have spent on another offering, because we were able to use our existing IT resources.”

### Provides an Instant View of Performance

Another advantage of the Microsoft solution is that analysts, managers, or executives can tailor the information that they receive, based on the data that is most meaningful to them. For example, they can view data in a graphical format. And with dashboards created by Office PerformancePoint Server 2007, individuals and managers can review the key performance indicators (KPIs) that are relevant to their roles. “People have everything that they need at their fingertips,” says Mitchell. “They can look at a dashboard

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or drill down into a KPI, and find out the reasons behind the numbers. They don't have to call people on the phone to get the information. Those benefits are hard to quantify in terms of money, but just having that agility and the immediate view of the business is priceless.”

**Improves Reporting and Saves 100–200 Hours per Month**

Managers and executives at Heel can not only create specific on-demand reports, they also no longer have to wait days for month-end reports. Those reports are automated with Microsoft SQL Server Reporting Services, and they are available at the start of the first business day of the month. Reports that once took days can be run in two to three minutes. “That is a huge difference,” says Mitchell. “With the Microsoft-based BI solution, the IT department has gained about 100 hours a month in reporting alone, and we estimate it has saved about 200 hours throughout the company.” Mitchell notes that the savings in the other parts of the company are largely driven by faster information for decision making.

The new BI system has been welcomed by users, too. “When we first introduced our report center on the Office SharePoint Server site, people were ecstatic,” says Mitchell. “Now, they can get a scheduled report delivered through that site or an on-demand report that they can view in Office Excel.”

**Enhances Business Operations**

Heel has already recognized benefits to customer service and sales from its new BI solution. Now anyone, from the sales representative to the national sales manager, can get a clear and concise look at customer data, sales history, order history, returns, and the general trajectory of sales. “The visibility

into our customer base with the Microsoft business intelligence solution means we can quickly identify the customers we need to focus on and design targeted programs to reach them,” says Mitchell.

The powerful analytics in the solution, drawing on the MOLAP cubes, have given Heel the ability to manipulate data in various ways not only to support sales, marketing, and customer service, but also to provide more accurate forecasts of future growth.

**Offers Easy Implementation, Use, and Support**

Because Heel uses a Microsoft-based infrastructure, the IT staff and users were familiar with Microsoft products, so integrating the new solution—and using it—have gone smoothly. “The familiarity with Microsoft software cut down our implementation and training costs,” says Mitchell. “We didn't have to learn a completely new system, and our IT staff can manage our BI solution, as they do the rest of our Microsoft infrastructure.”

Mitchell notes that Heel expects the BI solution to provide more benefits in the future. Heel is considering adding marketing, Web, and additional financial data to the data warehouse for analytics, forecasting, and planning, and may one day offer dashboards for every user role in the company. “We have barely begun to get all of the functionality that is available to us,” he says. “And we can continue to build on our solution. With every new integration, our capabilities can expand.”

## For More Information

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (877) 568-2495. Customers who are deaf or hard-of-hearing can reach Microsoft text telephone (TTY/TDD) services at (800) 892-5234 in the United States or (905) 568-9641 in Canada. Outside the 50 United States and Canada, please contact your local Microsoft subsidiary. To access information using the World Wide Web, go to: [www.microsoft.com](http://www.microsoft.com)

For more information about Heel products and services, call (800) 621-7644 or visit the Web site at: [www.heelusa.com](http://www.heelusa.com)

## Microsoft Business Intelligence

Microsoft provides a comprehensive set of business intelligence technologies that make it possible for enterprises to maximize the value of their business data through timely analysis, reporting, and sharing of knowledge. These technologies extend from Microsoft Office system personal productivity tools to comprehensive Microsoft SQL Server data integration, reporting, and analysis tools. The entire portfolio is extensible with the Microsoft Visual Studio® development system to seamlessly integrate line-of-business applications and workflows into enterprise BI workflows.

For more information about Microsoft BI tools, go to: [www.microsoft.com/bi](http://www.microsoft.com/bi)

## Software and Services

- Microsoft Server Product Portfolio
  - Windows Server 2008 Standard
  - Microsoft SQL Server 2008 Standard
- Microsoft Office
  - Microsoft Office Excel 2007
  - Microsoft Office PerformancePoint Server 2007
  - Microsoft Office SharePoint Server 2007
- Microsoft Dynamics
  - Microsoft Dynamics CRM 3.0
  - Microsoft Dynamics GP 9.0
- Services
  - Microsoft TechNet
  - MSDN

## Hardware

- Dell PowerEdge servers