

SAP Customer Success Story



The wave of mergers in the pharmaceutical industry is creating bigger and bigger enterprises with a large number of minority holdings. A significant Aventis group subsidiary, **Aventis Pharma Deutschland GmbH** has to speedily enter a flood of data, convert it into economically useful information, and analyze it. The enterprise needs flexible, high-performance solutions to carry out its reporting, data analysis, and information provision as efficiently as possible.



EFFICIENT DATA MANAGEMENT WITH mySAP™ BUSINESS INTELLIGENCE

Aventis Pharma's old subsystems did not perform sufficiently. So, SAP Business Information Warehouse (SAP BW) – the proven mySAP Business Intelligence data warehouse solution – has been live at Aventis Pharma Deutschland since November 1999.

Aventis Pharma Deutschland GmbH aims to be a competent partner for doctors and patients. The enterprise, based in Frankfurt-Höchst in Germany, offers a wide range of products and services. It develops, produces, and markets innovative medicines that are only available on prescription, and supports general practitioners in their daily work with a broad range of services. In medical matters, patients, including those with allergies, asthma, and heart, kidney, and rheumatic illnesses, can rely on the enterprise's competency and the quality of its products.

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Aventis Pharma Deutschland employs 7,000 people and has revenues of approximately DM 4 billion (around U.S. \$1.8 billion). It has deployed all the SAP® R/3® components since January 1997. The controlling/cost accounting department was using subsystems for analyzing and reporting supplied with data from SAP R/3 via flat files. This not only meant high expenditure for the controlling/cost accounting department, but the subsystems did not meet the growing analysis, reporting, and information quality requirements. SAP BW replaced the subsystems and relieved the central controlling/cost accounting department. Furthermore, the department-level project examined whether the data warehouse solution would be suitable as a management information system for the whole enterprise.

SUBSYSTEMS GO OUT OF SERVICE

Since Aventis Pharma deploys SAP R/3 globally, this system is the most important data source for the data warehouse, which makes the interface between the live SAP R/3 source system and SAP BW just as vital. Transferring metadata from the live SAP R/3 system allows the creation of a consistent data warehouse. This means data administration can be decentralized, and relieves the controlling/cost accounting department. The SAP Business Explorer Analyzer, an analysis tool, enables users in the enterprise to analyze complex issues individually using SAP R/3

data, independently of the information systems (I/S) department. In addition, data transfer and backup processes, which until were carried out separately in the different departments, are concentrated in the I/S department.

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Bernhard Diepold, project leader at Aventis Pharma Deutschland

The project began in the controlling/cost accounting department in June 1999. During the first three months, the SAP experts tested SAP BW using extensive analyses of requirements and a

conceptual design, before implementing it over a further three-month period. This rapid changeover was due not least to the extensive Business Content in SAP BW and use of SAP R/3 as the single data source system. According to Aventis Pharma, collaboration between the controlling/cost accounting department, the I/S department, and SAP during this sensitive phase was outstanding. “SAP tackled technical problems immediately and always had a solution ready, which led to continuous improvements to the product,” says Bernhard Diepold, project leader at Aventis Pharma Deutschland.

Since the tests ran well and SAP BW fulfilled all expectations, the solution is being implemented across the group and is the basis for a global data warehouse. Aventis Pharma has high hopes from the Internet-enabled functions that SAP has offered since version 2.0b.