



# Improving Almirall's sales management and boosting competitiveness with Qlik

"The Qlik technology allows us to easily identify areas for improvement and how to manage the field more efficiently. We can react in real-time."

– Xavier Martí, *BT Business Process Specialist, Almirall*

## Overview

Almirall is a global company, headquartered in Barcelona, that develops crucial medicines through a strong focus on R&D, agreements and partnerships. Its activities cover the full pharmaceutical value chain.

The Almirall portfolio is sold through 13 subsidiaries, with sales capacity in 21 countries in Europe and the USA, and through agreements with strategic partners in over 70 countries across the five continents.

## A reliable, flexible and quick analysis technology

Almirall's sales reporting was static and rigid. Functions such as receiving and quickly loading data were not possible, limiting the company's business analysis capacity.

"We trialled various Business Intelligence technologies and Qlik gave the best results," explains Xavier Martí, BT Business Process Specialist at Almirall.

The company saw that the Qlik platform could handle the analytic complexity of the sales operations. The technology was implemented and initially rolled out to staff in Spain, Mexico, Italy, the UK, Germany, Austria, Switzerland and Poland. In total, the initial deployment of Qlik covered 625 users, with 600 accessing sales information on a daily basis.

According to Xavier Martí, Almirall's priority with the implementation of Qlik "was to improve the time frames for the delivery of information, build a standard corporate solution, provide analytic capacities and ensure integration with our business intelligence architecture. The idea was for this first project to lay the foundations for future initiatives with Qlik Sense, ensuring the platform's scalability and governance."

As part of this approach, the company has three applications with 10.5 GB of data each, which it updates periodically.

The first, Insight, is used for analyzing sales activity in eight countries via a number of indicators that expedite decision-making at all levels, including contracted customers, changes in sales versus targets, dedication, and visits per day and per channel.

This application is complemented by a second, exclusively for pharmacy customers. Both are updated daily. Finally, the third application is a head office internal sales application, updated on a monthly basis. Various applications have also been developed to evaluate the quality of data, making it possible to detect problems, inconsistencies and potential discrepancies across the three main applications.

## Solution overview

**Customer Name:** Almirall

**Industry:** Global pharmaceutical company with a portfolio covering over 70 countries

**Function:** Sales operations

**Geography:** Headquartered in Barcelona with a network of 13 subsidiaries throughout the world

**Challenges:** Provide dynamic reporting for the company's sales force, expanding analytic capacity and integrating high-value data.

**Solution:** Almirall has implemented the Qlik platform, which provides guided, immediate and simplified analyses of its sales information. The tool is set to be expanded into other areas on account of the positive results obtained.

### Benefits:

- Immediate information, available first thing in the morning.
- Simplified analysis processes.
- Improved overall view of the market with guided analyses.
- More analytic power and autonomy. Qlik's associative logic allows Almirall to carry out analyses and reach conclusions that were not possible before.

### Data Sources:

Oracle database and Excel files. For future projects, Almirall also plans to connect to an SQL Server database and SharePoint lists.





## The keys to success

### 625 users

primarily in Spain, Mexico, Italy, the UK, Germany, Austria, Switzerland and Poland.

The platform continues to grow within the organization.

### 15% ROI

in five years, with the Qlik analytic technology.

## Mobility and high associative potential

To maximize the benefits of the Qlik solution, the various applications have been optimized for mobile devices, particularly iPads. According to Víctor Alias, Corporate Commercial Effectiveness Manager at Almirall, this has resulted in a significant change in the behavior of the salesforce: “they can now consult all the necessary information on sales activity via mobile devices, allowing them to focus more on their work.”

The associative potential of the platform has also made it possible to develop dynamic analysis applications, which can be used by sales representatives, area managers, sales directors, the marketing manager and the CEO of each subsidiary. All these profiles now share the same view of the Almirall business.

## Increasing salesforce competitiveness

The Qlik application has had an extremely positive impact on Almirall's commercial activity. The availability of guided, immediate data has given the salesforce a competitive advantage.



“Qlik makes it easier to see the areas for improvement and how to manage the field more efficiently. We can react in real-time, with data that is updated on a daily basis,” adds Xavier Martí.

The potential to discover relationships between data has gone even further. Sales staff have discovered additional uses of the data that were not planned in the initial application.

All these possibilities have led to Almirall's decision to develop new applications in other business areas in 2016. It is estimated that in just five years, the company will have obtained a 15% return on investment from Qlik technology.



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