

## SALES AND MARKETING DATA WAREHOUSE

### THE CHALLENGE:

- **MANUAL DATA COLLECTION FROM MULTIPLE SOURCES**

In order to determine net profit within the sales and marketing department, a \$1B pharmaceutical company manually combined data from multiple groups including direct and indirect sales, as well as contract and non-contract sales on a monthly and quarterly basis. This data was stored in two applications: an Oracle-based rebate application and an AS 400 DB 2 ERP application. Using Microsoft Excel, employees had to re-key, merge, and recalculate the data from the financials application along with the chargeback and rebate application.

### THE SOLUTION:

- **DATA WAREHOUSE**

Aspect designed, developed and implemented a data mart with an enterprise-wide view of sales and expense data used to determine net profit. The associate interfaces of this data warehouse solution gather information from both systems, combine it, and report critical business intelligence automatically available for review.

### THE BENEFIT:

- **ERRORS ELIMINATED, HOURS SAVED**

Now that this pharmaceutical company has a single, comprehensive daily picture of net profits, it is used as a key management tool on an ongoing basis. What used to take days of manual effort to produce an error-laden report now is produced accurately, efficiently, and automatically.