

CASE STUDY

Key Performance Dashboard Improves Executive Team Insight

Providing Executive Insight Across Business Units

The Client

The client is a pharmaceutical company focused on developing and commercializing specialty, primary care, and generic medicines.

Multiple resources were manually pulling together sales, financial, supply chain, quality and regulatory information from disparate data sources on a weekly basis, and even more resources were tasked with producing reports from that data in preparation for a weekly executive team review.

Executive Summary

The client needed to **reduce the amount of effort spent** to produce key reporting across multiple business units, and **replace manual compiling and emailing of reports** with a more efficient approach.

Aspect Consulting worked with client stakeholders to centralize data and choose the best first look metrics across business units, with drill ins to more detailed reports. The result was a centralized secure reporting portal, with a clean, easy to read design, successfully implemented within a short time frame. Aspect helped the client realize the following benefits:

- ✓ **Eliminated Hours of Manual Effort:**
 Report data is stored in a SQL Server database and refreshed daily; users view data in real-time, with no more manual weekly data pulls and cross-department report compilation.
- ✓ **Added Secure, Seamless Access to Critical Data:**
 All metric data is calculated and available from a single portal, with only allowable users able to access and view data. Links to third-party reports can be seamlessly launched from a report landing page, with single sign-on for improved user experience.
- ✓ **Improved Analytical Impact Assessment:**
 Trending graphs from each business are shown side-by-side, making it easy to identify relationships between related events. Drill ins provide greater insight into supporting data, leading to better decision making.



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The Challenge

Provide Access to Key Performance Data Across Business Units

The client needed to

- **Provide management with centralized access** to key sales, financial, supply chain, and quality and regulatory reporting.
- **Significantly reduce the manual effort** creating and disseminating reports.
- **Link to existing third-party reports**, and eliminate any multiple logons to access those reports.
- **Increase analytical capabilities** with improved drill in capability.

A centralized reporting dashboard was the obvious answer. The client had invested in the tools needed to develop robust dashboard reporting, but lacked the resources and the specific tool expertise to execute the project.

The client turned to Aspect Consulting to provide the design and tool expertise needed to develop and implement a centralized graphical report dashboard.

The Solution

Establish a Centralized Secure Reporting Dashboard Platform

Aspect worked with stakeholders to design a visually appealing, data-rich dashboard to enhance executive team decision making. The end result provides the following functionality:

- **One Secure Landing Page with Centralized Source Data** All reporting data can be accessed from one centralized landing page from a secure website. Report data is extracted from source systems and stored within a supporting SQL server database. The report dashboard seamlessly links to reporting views designed to support each report metric.
- **Clean Design with Meaningful First Look Metrics:** Aspect worked with client stakeholders to choose the most meaningful metrics for first look assessment. Aspect then designed an initial landing dashboard with 7 key subject areas representing each business subject area, and storyboarded the design for prior approval. The result is clean landing page with easy-to-read measures for each subject area. The user can filter data by time period and product, and drill in to more detailed reports.
- **Single Sign on Access to Drill-In Reports:** To provide a seamless user experience, Aspect leveraged tool components to provide single sign on access to existing reports. The dashboard portal seamlessly links users to existing Excel- and PowerPoint-based reports from third-party vendors.

“The team and especially CEO and CFO were glad to see the rapid progress to implementation....and now have a functional dashboard that greatly improves access to key measures...”

- Pharmaceutical Client

The Benefits

Centralized Reporting Dashboard

- **Eliminated Hours of Manual Effort.** All business unit data appears in real-time on one centralized landing page, totally eliminating manual effort.
- **Increased Trend Analysis.** The new landing page gives executives a quick and easy way to identify trends and relationships between sales, supply chain and quality event measures.
- **Improved Data Accessibility** Executives can easily drill in for more detail, and view the underlying measures related to the trends and indicators shown on the dashboard landing page.