



Case Study

Corporate multinational reporting at Zentiva for the area of Sales

250+

internal users of the solution from the ranks of Sales representatives

440+

assessed competitor producers

25+

monitored customer pharmacy chains



Key requirement

Automate data collection and processing from various data sources and provide users with convenient reports and dashboards in Power BI.

Solitea implemented a custom solution for a leading European pharmaceutical company. Zentiva develops, produces and sells a wide range of generic and over-the-counter medicaments, whilst employing more than 4,500 employees in various European countries and operates 3 production plants: in Prague, Bucharest and in the Indian city of Ankleshwar.

Solitea is a long term supplier of projects in the area of BI/DWH and reporting for Zentiva. Following the acquisition of Zentiva by one of the largest capital funds Advent International, it was necessary to modernise the DWH and reporting solutions in the Sales area. For this task, Zentiva chose Solitea as its partner.

The solution from Solitea covers business needs and reduces manual work tasks. It automatically downloads the necessary data to a data warehouse (DWH) and uses it to generate the required reports.

Concurrently, data is consistently saved and prepared to be available to users for later analysis and reporting.

All data in the DWH and reports are secured in accordance with IT security standards.

Such a flexible and secure solution assists the work of members of the Commercial Business Excellence country teams.

"The Data Driven Company program is our key business, IT and strategic priority. We have chosen Microsoft and Solitea to establish an effective partnership to build together our main components and platforms critical for our company intelligence and digital roadmap. I am happy to share our great satisfaction with Solitea and I look forward to cooperating in next steps moving towards to Azure cloud and innovative platforms."

Solution

The story of implementation

One of the first regions, on which the new reporting project focused, was Poland. Solitea created a dedicated data warehouse, an analytical layer and a set of final reports for the end users. The solution covers the area of both "subnationals" data (regional sales of Zentiva), as well as "nationals" (data including competitors). Zentiva can thus now take more timely and better focused strategic decisions based on more complex and better quality market analysis.

Result

Automated comfortable reporting

A part of the solution from Solitea is automated data importing from Zentiva's external and internal data sources. Users have available pre-prepared interactive reports in Power BI. These are also available on iPads, so users from the ranks of sales representatives can use them directly in the field to make decisions.

Thanks to automation, reports are updated 1x per day without requiring any manual input. An important benefit of automation is also improved data quality.

"I cannot emphasize enough how important it is to have an external data partner that you can fully rely on and trust to deliver the company's BI & Analytics projects. Solitea was able to deliver an entire country's analytics scope (a combination of Market data, CRM & ERP) within the expected timeframe and budget, providing new insights that drive increased sales. Solitea is also our chosen Microsoft partner, guiding us through our Azure BI migration journey."

Werner Bester | BI, Data & Digital Solution Centre Manager

Main benefits



Zentiva now has a user friendly Sales reporting platform that is helping to increase sales volumes.



The automation of storing data from various data sources into a consolidated storage location saves time and improves data quality.



Automated integration and data enrichment in the area of Sales In/Through and Market Sales Data brings new analytical perspectives and improves the quality of decision-making.

Are you looking for a similar solution?

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