Sales Forecasting with Writeback

Industry: A Global Pharmaceutical firm
Location: United States
Revenue: USD 55 Billion

Business Challenge:
The firm was looking to automate a forecasting solution heavily relied on Excel spreadsheets to capture data from multiple users. This was a highly manual, time-consuming and error-prone process.

Solution:
Leverage Inforiver on Microsoft Power BI for
- Company Legal P&L Forecasting
- Bottoms up Sales/PGM detail
- Variance reporting
- Data writeback to Amazon Redshift

Inforiver Feature Highlights:
- Measure on rows layout
- Add additional time period columns
- Data-level commenting
- Threaded conversations with users
- In-cell visualizations
- Data writeback

Outcomes:
The solution drastically reduced planning & forecasting timelines and was rolled out to 100+ users at the time of creation of this case study. The forecast KPIs and financial metrics captured are used by senior leaders to support decision-making.

"Our experience with Inforiver has been very positive. We have been able to deploy solutions rapidly, at minimal cost, while greatly streamlining our cumbersome, Excel-based planning process. By incorporating the solution into Power BI, the immediate visibility during the cycle made possible by Inforiver has been a game-changer."

Andrew Gundrum
Director, Financial Data & Analytics, Merck