# Case Study Sales Forecasting with Writeback



Industry: A Global Pharmaceutical firm

Location: United States

ABC Salos Forosasting

# Revenue: USD 55 Billion

Einancial Summary

## **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
- $\rightarrow$  Variance reporting
- → Data writeback to Amazon Redshift

### **Inforiver Feature Highlights:**

 $\rightarrow$  Measure on rows layout

- ightarrow Threaded conversations with users
- → Add additional time period columns
- $\rightarrow$  Data-level commenting

- $s \rightarrow$  In-cell visualizations
- ightarrow 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.

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"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