Case Study

Sales Forecasting with Writeback

MERCK

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

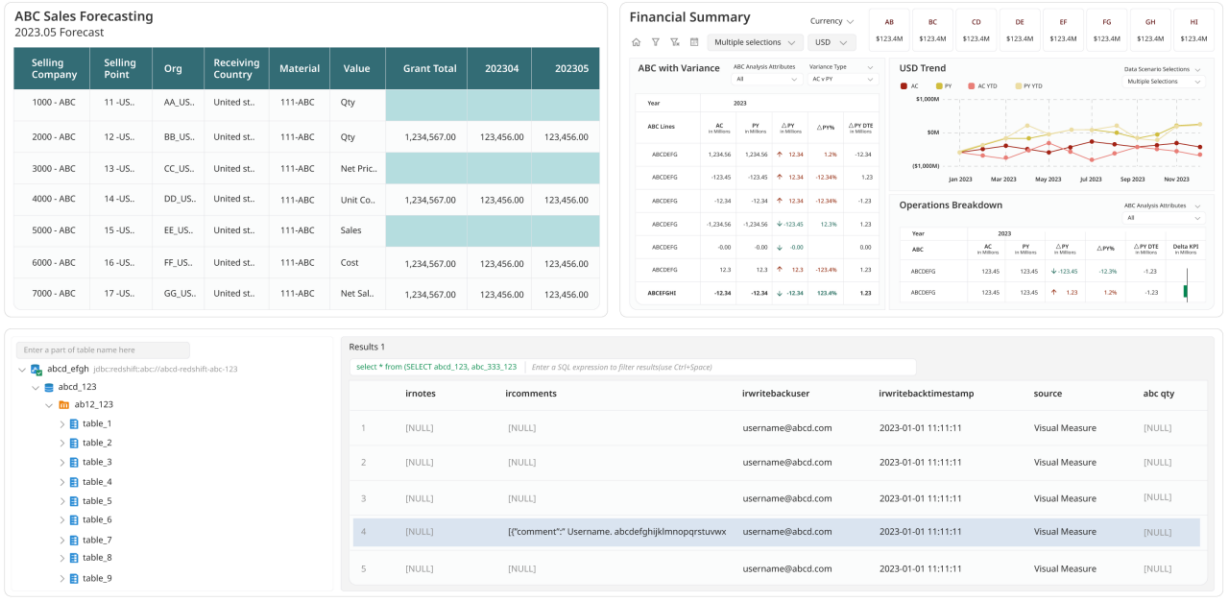
- → Company Legal P&L Forecasting
- → Bottoms up Sales/PGM detail
- → Variance reporting
- → Data writeback to Amazon Redshift

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