



# GlaxoSmithKline Relies on Informatica Enterprise Data Integration Platform to Drive Strategic Pharmaceutical Sales Decisions

“Right from the start, PowerCenter reduced our development costs by around 30 percent. But the product really pays for itself over the longer term because PowerCenter is extremely reliable, and the ongoing application maintenance and modification to support changes that are part of everyday business life have been simplified substantially.”

— Detlef Huß, Systems Analyst, GlaxoSmithKline Germany

## CHALLENGE

Source and integrate non-SAP R/3 data into the SAP BW system, and integrate data between the legacy call center and CRM systems

## INFORMATICA SOLUTION

- Informatica PowerCenter®

## BENEFITS

- Increased IT team productivity
- Maximized legacy systems return on investment
- Reduced development costs

## ARCHITECTURE

- Data integration: Informatica PowerCenter
- Sources: Complex mix of SAP R/3, IMS market research data in ASCII format, CRM legacy system
- Target: SAP Business Information Warehouse (BW) 3.0
- Platform: HP Superdome Server with HP Unix, HP Storage Arrays

GlaxoSmithKline is one of the world’s leading research-oriented pharmaceutical and healthcare companies. The GlaxoSmithKline pharmaceutical group was formed in early 2001 by the merger of GlaxoWellcome and SmithKlineBeecham. The company is committed to improving quality of life, enabling people to be more active and enjoy longer and healthier lives.

## The Challenge

When GlaxoWellcome and SmithKlineBeecham merged in 2001, the newly-formed GlaxoSmithKline pharmaceutical group wrestled with a complex set of IT infrastructure challenges. Applications overlapped. Different data management processes had to be reconciled. Incompatibilities arose. Individual solutions no longer met new requirements. The new, larger company faced pressure to operate as a single, powerful unit as quickly as possible. GlaxoSmithKline urgently needed a way to address enterprise resource planning (ERP), customer relationship management (CRM), a call center, and a data warehouse.

The company selected SAP R/3 for ERP, the GlaxoWellcome legacy system for CRM, and the SmithKlineBeecham legacy solution for the call center system. The selection of SAP Business Information Warehouse (BW) as the data warehouse solution was more complicated.

It was critical that GlaxoSmithKline’s new data warehouse be able to support its 1,200 German field staff so that the company could maximize its sales and marketing opportunities. These users, known as “Information Consumers” within GlaxoSmithKline’s sales and marketing divisions, require quick, simple access to a precise analysis of all available current market figures.

European pharmaceutical companies have limited direct contact with customers who use their products and the doctors who prescribe them. Companies like GlaxoSmithKline receive about 60 percent of their total sales and marketing data from third-party market research companies.

GlaxoSmithKline needed an effective enterprise data integration solution to:

- Extract, transform, and load 85 percent of the data (delivered as ASCII files), originating from external systems in the data warehouse.
- Integrate data between the legacy call center and CRM systems to extend their lifespan in the newly-merged company.

## The Solution

GlaxoSmithKline selected Informatica PowerCenter as its enterprise data integration platform. PowerCenter proved indispensable in helping the company develop a robust, efficient SAP BW system that meets the dynamic and complex sales and marketing challenges faced by the European pharmaceutical industry.

GlaxoSmithKline's data integration platform provided:

- **Seamless data access.** PowerCenter enabled GlaxoSmithKline to painlessly source and integrate non-SAP R/3 data into the SAP BW system, and to integrate data between the legacy call center and CRM systems.
- **Fast, efficient extract, transform, and load (ETL) capabilities.** Thanks to PowerCenter, the company was able to create its data warehouse without expensive, time-consuming hand coding. PowerCenter's powerful ETL capabilities eliminated the need for costly ABAP (the programming language for all SAP products) programming for any modifications or extensions.

All pre-processing is now done in PowerCenter, which involves the data stream undergoing a complex transformation before the individual pieces of data are transferred to the data warehouse in a structured manner. The data extraction, transformation, and transfer into the data warehouse are completed with the help of PowerCenter within the framework of SAP BW process chains (batch runs). The SAP BW then only has to carry out the OLAP provisions, and the engine itself plays no further part in the process. GlaxoSmithKline made use of Informatica's professional services during the implementation of PowerCenter and was more than satisfied with the consultants. "Informatica's professional services fully live up to their name – the employees were absolutely crucial through the process," said Huß.

The new data warehouse saves GlaxoSmithKline approximately 1.5 million annually and helps the company perform routine tasks 75 percent faster than before. PowerCenter made IT processing of the integration substantially easier by allowing existing legacy systems to be used on a temporary basis, so that they only need to be removed now—four years after the merger.

The data warehouse provided by PowerCenter is strategically positioned in the IT infrastructure and now offers all relevant GlaxoSmithKline departments a solid foundation for both everyday and strategic sales decisions. PowerCenter is being used for other IT integration initiatives and will play a central role in the planned extension of GlaxoSmithKline's IT infrastructure in the next few years.

"Informatica has increasingly become one of the few strategic partners in the further development of our IT strategies," said Huß. "The products are impressive because of their amazing functionality, flexibility and, in particular, their extraordinary reliability."

## The Results

### Increased IT Team Productivity

PowerCenter has been readily adopted by all users, reducing training time and increasing productivity. While hand-coded interfaces often only have one specialized employee available for development and maintenance, PowerCenter makes best use of limited resources by enabling all IT members to be involved in modifications or the rare problem resolution. PowerCenter also reduced the stress of maintenance. The GlaxoSmithKline IT team was able to upgrade to PowerCenter 7.1.1 painlessly, with no outside help and no difficulties. Huß found this rather unusual. “The PowerCenter upgrade was one of many success stories that we have experienced since the start of our partnership with Informatica. It’s a really complex task...but everything was available, the necessary information was there, and everything functioned just as Informatica said it would.”

### Maximized Legacy Systems’ Return on Investment

PowerCenter extended the life of GlaxoSmithKline’s legacy call center and CRM systems, enabling the company to keep them up and running until it was ready to replace them. The systems had not been kept technically up to date and were no longer covered by maintenance contracts. The fact that the systems originated from the two separate companies meant that there were no interfaces between them as these old applications were never intended to be used together. The GlaxoSmithKline IT team used PowerCenter to integrate data between these applications, extending their productivity and return on investment. “Without PowerCenter we would have had to replace them much earlier, and that would have meant having to work on several large projects at the same time,” Huß commented. “Apart from the fact that we simply didn’t have the budget to replace everything at once, we know from experience that most computer projects don’t fail because of the technology, but because of simple management errors. Thanks to PowerCenter, we never found ourselves in the difficult position of having to deal with three major projects at once.”

### Reduced Development Costs

PowerCenter offered more than technical and organizational advantages—it also provided GlaxoSmithKline with compelling economic benefits. “Right from the start, PowerCenter reduced our development costs by around 30 percent,” said Huß. The new data warehouse saves GlaxoSmithKline approximately 1.5 million annually and helps the company perform routine tasks 75 percent faster than before.

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