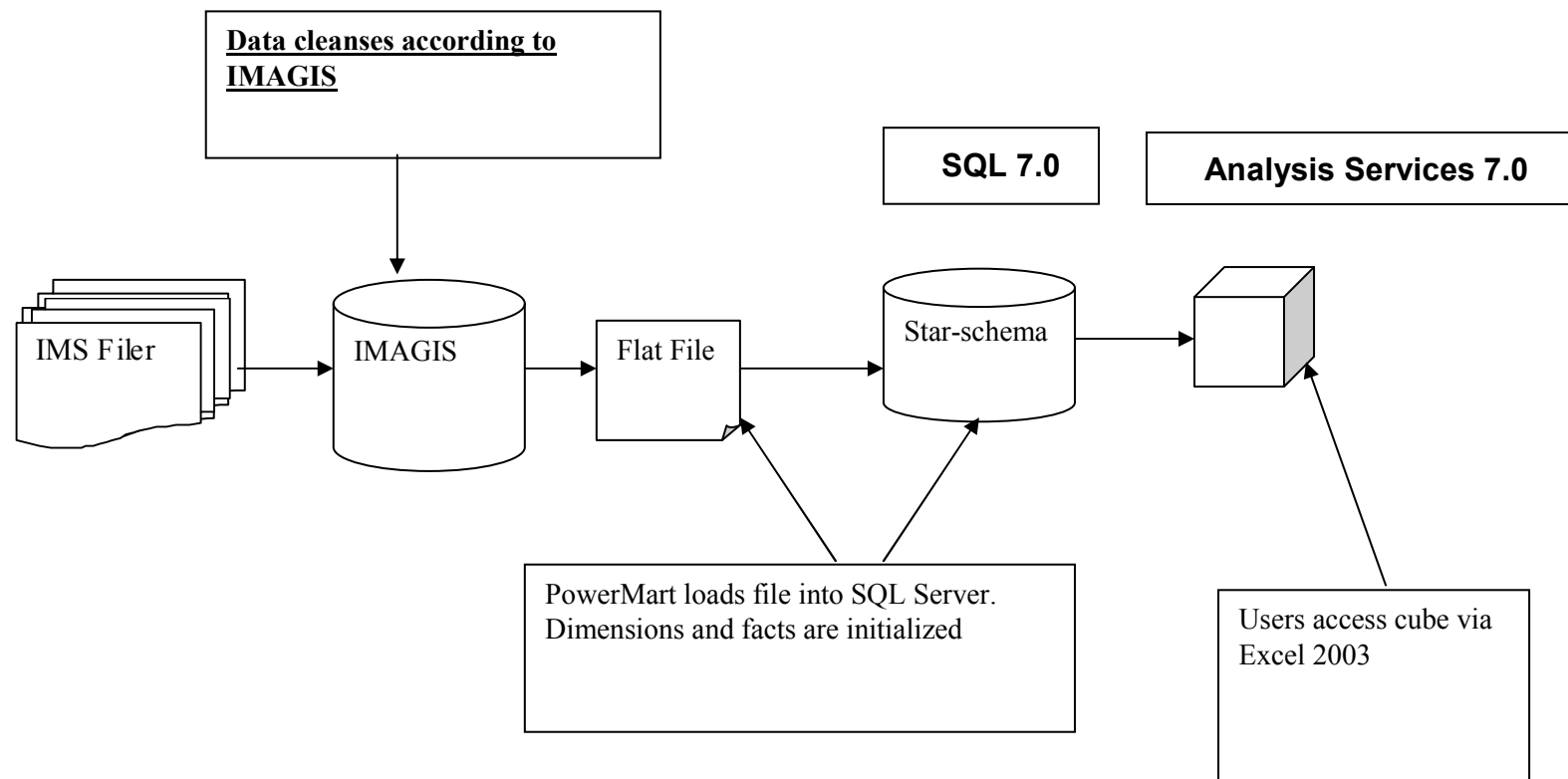


IMS data project

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The complete process behind the monthly load and refresh of IMS data into the Data Warehouse and OLAP Cube

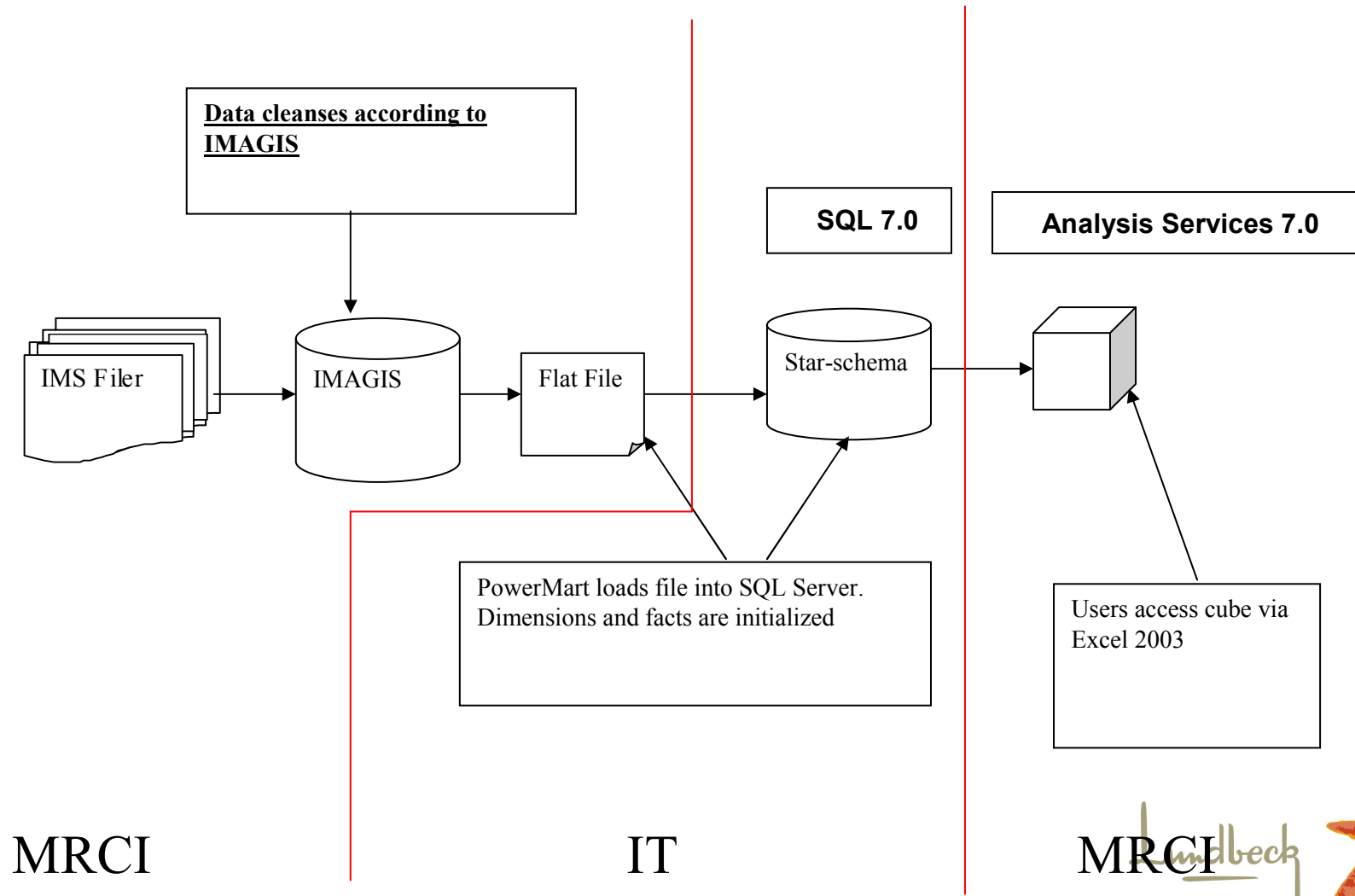


MRCI

IT



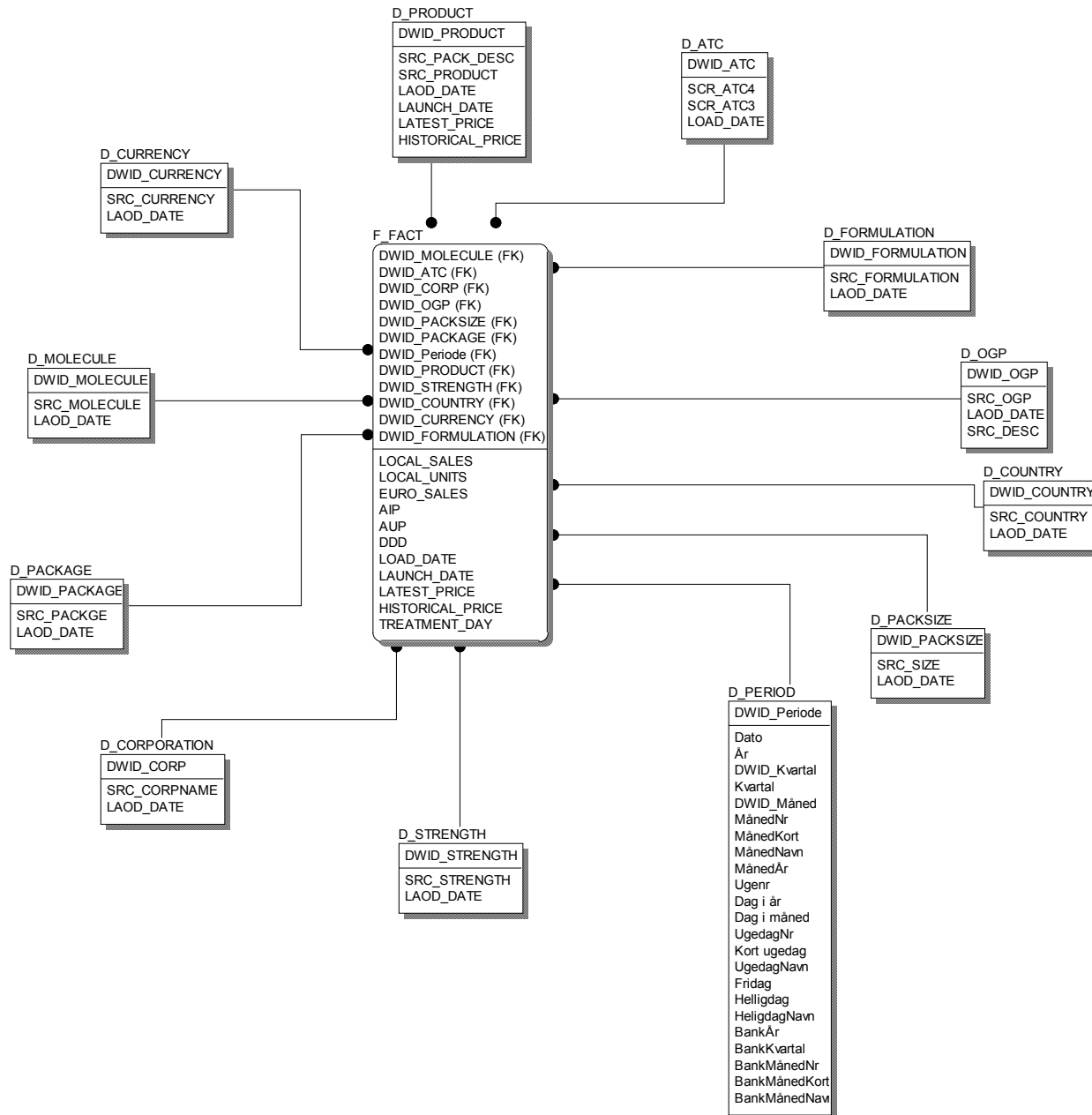
The complete process behind the monthly load and refresh of IMS data into the Data Warehouse and OLAP Cube



Data model and Dimensions

- Strategic Marketing is responsible for the quality of dimensional data.
- A number of so called translation tables that standardize IMS data for all dimensions. (i.e. corporations are all translated into standard names, regardless of where data comes from).
- Dimensions at this point are created from scratch.
- There is one fact table which among others contains local sales and units sold information.
- 12 dimensions allow users to browse data by different criteria such as product, country, time, etc.
- Next slide shows the star model used for this application.





Dimensions

Dimension	Description
ATC	Grain: ATC types Hierarchy: ATC3 – ATC4
CORPORATION	Specification of company that sales a given product Grain: names of corporations Hierarchy: none
CURRENCY	Standardised currency codes currencies (up to now only to EUR for Euro and DKK for Danish Crown) Grain: currency types Hierarchy: none
NFC123	Grain : NFC code list Hierarchy: None
MOLECULE	Grain : Molecule type Hierarchy: None
PACKAGE	Grain: Package Hierarchy: None
COUNTRY	Name of the country where a package is sold Hierarchy: None
PERIOD	Year, Quarter and Month when a product is sold Grain: Time Hierarchy: None Grain: monthly sales data
O/G/P	Grain: Original, Generic or Parallel Hierarchy: None
SIZE	Grain: package Size Hierarchy: None
STRENGTH	Grain: Strength of a package Hierarchy: None
PRODUCT	Grain: Product Name Hierarchy: Product, Package Description

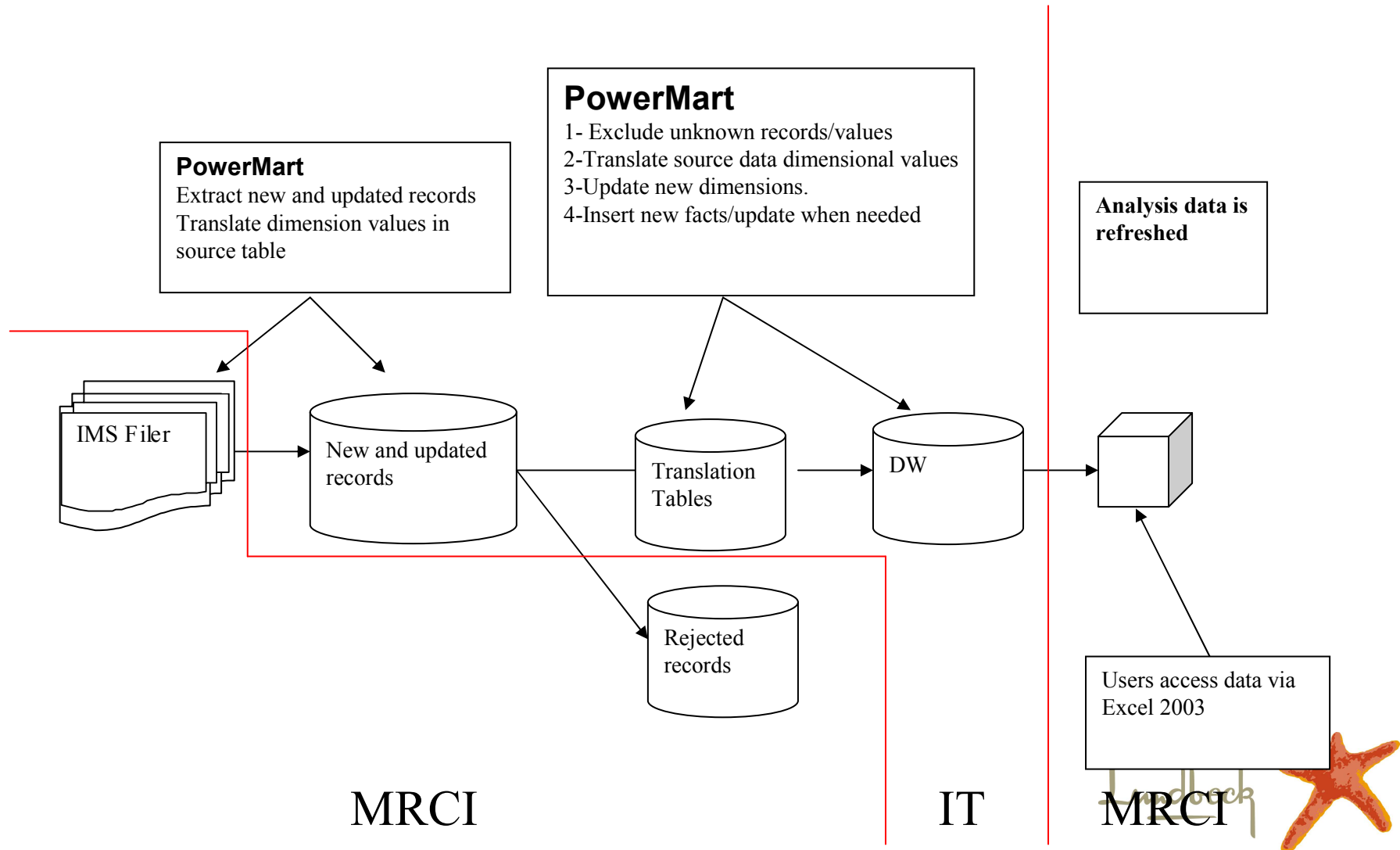


Facts

Facts	Description
PPP	Pharmacy Purchase Price Aggregation: Only at monthly level Grain: Monthly sales. One per record Type: Number Condition: Users must choose a package, a product, a country and a month
LOCAL SALES	Sales amount in local currency. Aggregation: Rolls up to Quarter and Year Grain: Monthly sales. One per record Type: Number
UNITS	Aggregation: Rolls up to Quarter and Year Grain: Monthly sales. One per record Type: Number
WPP	Wholesale Purchase Price (or Latest Price) Grain: Monthly Aggregation: Only Monthly. Type: Number Condition: Users must choose a package, a product, a country and a month
HISTORICAL PRICE	Grain: Monthly Aggregation: Only Monthly. Type: Number Condition: Users must choose a package, a product, a country and a month
LAUNCH_DATE	Grain: Monthly Aggregation: Only Monthly. Type: Date Condition: Users must choose a package, a product, a country and a month
TREATMENT_DAY	Grain: Monthly sales. One per record Aggregation: Rolls up to Quarter and Year Type: Number
DDD	Daily Dose (or day treatment) Grain: Monthly Aggregation: Rolls up to Quarter and Year Type: Number



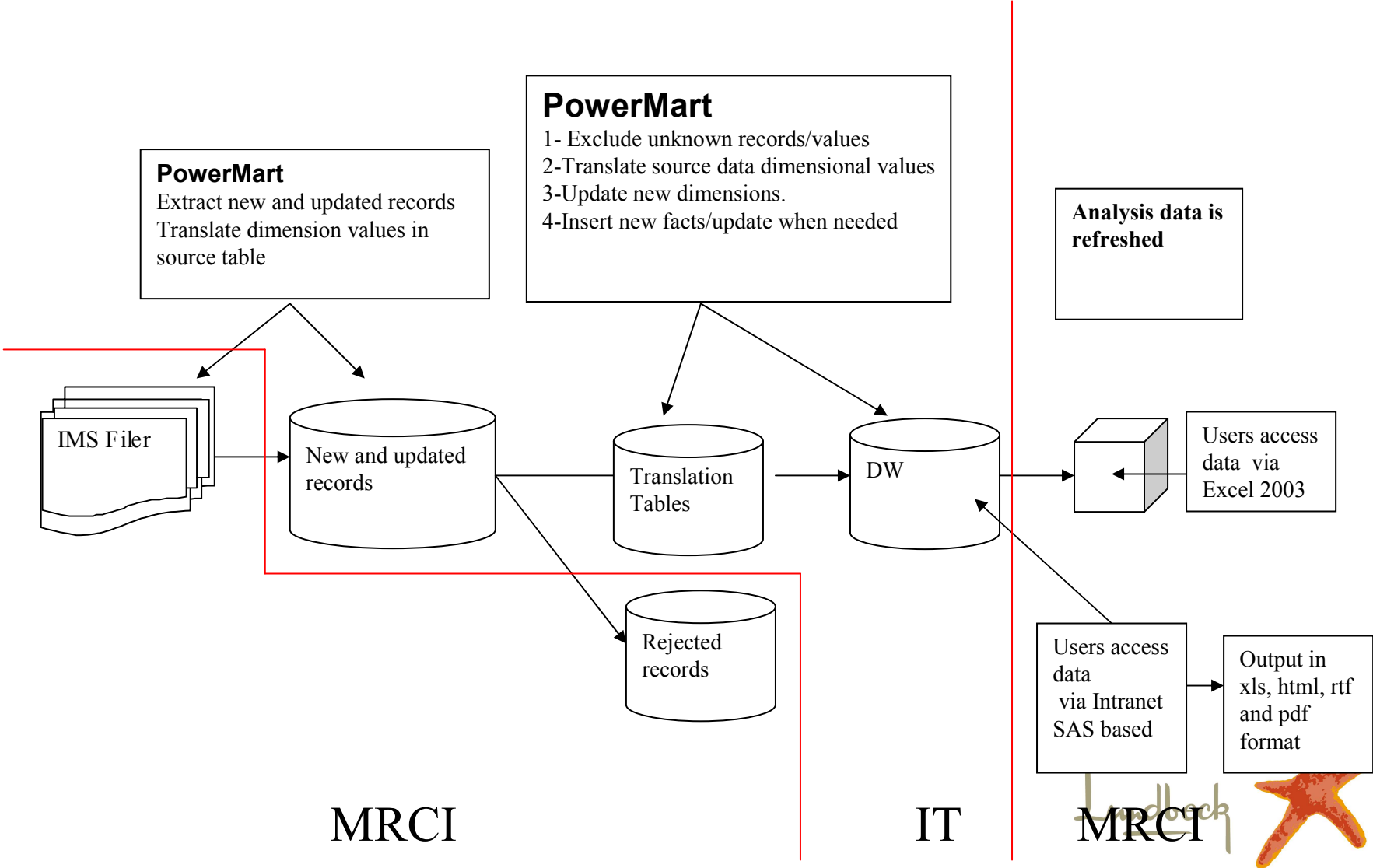
This phase will be run once a month as IMS source data comes from different affiliates



Learning points

- Stable data delivery from market data vendors
- Clear defined tasks and timelines with IT vendor (Platon)
- Need clear defined responsibilities between Strategic Marketing and IT
- Understand the limitations of Excel

Future Setup



Result

- Better, faster, more detailed and less expensive market information
- Data can be updated in less than a day
- Better foundation for over all strategic decision making