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Deloitte's Universal
Pharmaceutical Accelerator
for Workday Adaptive Planning

Efficiency, agility and integrity

Deloitte's Universal Pharmaceutical Accelerator for Workday Adaptive Planning is rooted in the following:

Efficiency

Speeding deployment, streamlining planning and reporting processes, and providing rapid insight into performance through pre-built functionality and embedded leading practices.

Agility

Enhancing planning flexibility through scenario modeling, interactive dashboards, and self-service capabilities.

Integrity

Improving information quality across the organization by integrating disparate data sources and reducing the use of spreadsheets.

A powerful solution – for a pivotal industry

Pharmaceutical companies are entrusted with a unique and critical mandate: to develop products that help improve people's lives. They are also, of course, businesses – charged with making a profit. That requires effective budget and financial planning.

This is an area where the pharmaceutical business is like no other. Clinical trials, for example, can span many years – even a decade – and financial planning must take into account both annual budgets and those of multi-year trials. They have complex product portfolios and sales models. Many are global and operate a multitude of subsidiaries, and must therefore pull data from multiple sources, and in multiple currencies.

As in all businesses, one of the key roles of a pharmaceutical company's finance department is to provide business leaders with visibility and insight in real-time, so that key strategic decisions can be made with confidence and clarity. But for many, the budgeting process continues to be an inefficient, highly manual effort – managed primarily with spreadsheets.

That is why Deloitte has developed the Universal Pharmaceutical Accelerator – powered by Workday's cloud-based Adaptive Planning suite – to help leaders obtain the insights they need in order to optimize performance, and produce internal and external reports in just minutes. In doing so, the Accelerator enables more effective planning, forecasting and reporting processes.

Sales and opportunity forecast

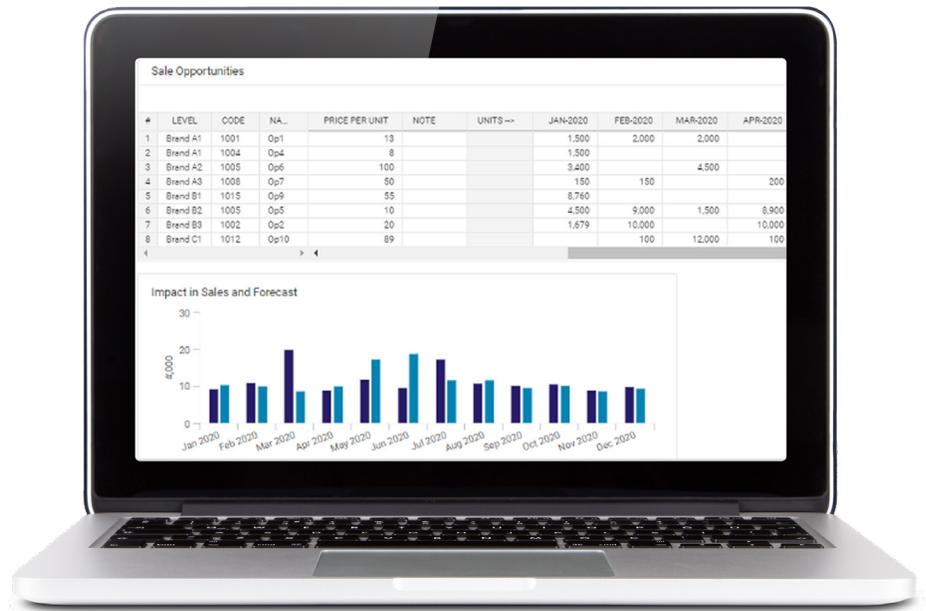


Figure 1: A detailed model of potential sales opportunities, complete with the impact on the sales forecast or P&L. Data inputs can include product, market, client, region, and brand – as well as detailed prices and applicable discounts.

The Accelerator at work

Workday's Adaptive Planning suite is designed to help improve an organization's modeling and forecasting capabilities across multiple functions, including finance. Combined with Deloitte's deep experience in the pharmaceutical industry, working alongside financial and other business leaders, the Universal Pharmaceutical Accelerator can be used to save time, generate valuable insights, and help users become more agile and self-reliant.

In addition to speeding the deployment of Workday Adaptive Planning, the Accelerator enables finance leaders to improve performance across the following areas:

- Planning, analyzing, and reporting budgets and sales forecasts by product, market, client, region, SKU, and other dimensions (see Figure 1).
- Planning and budgeting strategies for medical samples by product and market.

Interactive dashboards



Figure 2: Data across multiple dimensions is presented in user-friendly, interactive dashboards that enable users to quickly understand performance, while enabling them to drill further into specific data points and develop key insights.

- Planning and budgeting strategies for medical samples by product and market.
- Reporting, visualizing, and analyzing net margin by product and market – including salesforce planning.
- Producing integrated financial statements.
- Planning capital requirements for innovation and development, mergers & acquisitions, capital expenditures, and other initiatives.
- Running 'what if' scenarios that account for potential variations in prices or sales (including discounts), investments in industry conferences, and alternative business strategies.
- Streamlining the analysis of financial results through interactive dashboards – enabling faster, more effective decision-making (see figure 2).
- Planning congresses and conferences as well as sales tours with the right level of detail.
- Managing R&D investments for the developments of new products as well as future income flows following the initial launch.

- Facilitating a variety of business arrangements, such as negotiations with governments.

Case in point: Supercharging a client's performance-based finance processes

The challenge

We worked with a country subsidiary of a major regional pharmaceutical company – one of 10 such subsidiaries operated by the client's parent. The company was seeking to improve its performance-based finance processes and meet the standards of its parent organization, while retaining its own, country-specific needs and systems of record.

The solution

- The Deloitte Universal Pharmaceutical Accelerator for Workday Adaptive Planning helped address the following needs:
- Planning and reporting with ease in both functional and local currencies.
- Visualization of financial results across multiple dimensions, including client, product, brands, and department.
- Improved flexibility for scenario planning analysis to help support decision-making processes in a more agile manner.

The impact

Once the initiative was completed and the client had been using the Workday Adaptive Planning suite on a regular basis, it realized the following benefits:

- A standardized performance-based finance process, in line with the parent company's other subsidiaries.
- A simplified process and data integration with other enterprise systems.
- A reduced budgeting/consolidation timeline.
- Increased visibility and an ability to instantly view plans in reporting and local currency.

Why Deloitte?

Deloitte is a recognized leader in providing audit, consulting, tax, and risk and financial advisory services to the global pharmaceutical industry. We understand that the industry is constantly – and rapidly – evolving. And we know that organizations operating in the industry must strike a balance between patient needs, market potential, and policy compliance – all while continuing to champion innovation.

Our experienced professionals have helped some of the world's leading pharmaceutical companies anticipate what's ahead. We have helped leadership teams to address the impacts of regulatory change, use advances in technology to their advantage, and effectively address industry and market dynamics – turning critical and complex business challenges into opportunities for growth, resilience, and long-term advantage.

Business cycles in the pharmaceutical industry are getting shorter and shorter. Competition is fierce, and years of costly research and development can potentially lead to nothing if a product is not approved for commercialization.

Many planning and forecasting tools cannot manage the intricacies of the pharmaceutical sector. With the Deloitte Universal Pharmaceutical Accelerator for Workday Adaptive Planning, business leaders no longer have to “wait and see.” By inputting a few variables, they can envision future challenges and opportunities – and plan accordingly.

Contact

To discuss how we can help you, please contact:

Global

Daniel M. Siegel

Principal, Global and US Workday Adaptive Planning Leader
Deloitte Consulting LLP
dsiegel@deloitte.com

Australia

Marty Engel

Partner, Australia Workday Adaptive Planning Leader
Deloitte Touche Tohmatsu
martyengel@deloitte.com.au

Canada

Ameet Bhojwani

Senior Manager, Canada Workday Adaptive Planning Leader
Deloitte LLP
abhojwani@deloitte.ca

Colombia

Pablo Pequeño

Partner, S-LATAM Workday Adaptive Planning Leader
Deloitte
ppequeno@deloitte.com

New Zealand

Andrew Wood

Associate Director, New Zealand Workday Adaptive Planning Leader
Deloitte Limited
awood@deloitte.co.nz

Singapore

Timothy Ho

Executive Director, SEA Workday Adaptive Planning Leader
Deloitte Consulting Ptd Ltd
kwho@deloitte.com

South Africa

Andries van den Berg

Senior Manager, South Africa Adaptive Planning Leader
andrivandenbergh@deloitte.co.za

United Kingdom

Antony Lythell

Director, UK Workday Adaptive Planning Leader
Deloitte LLP
alythell@deloitte.co.uk

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