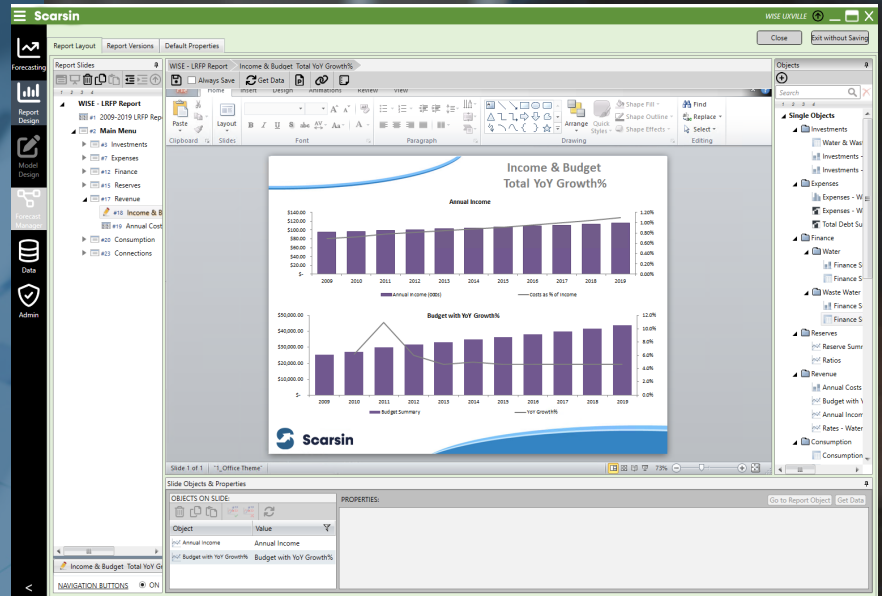# Automating complex report generation

Scarsin

THE CLIENT

This $10-billion regional business unit of a global pharmaceutical company generated 250 reports each month for a variety of stakeholders. Its brand leads, regional marketing and senior management teams created 8,000 slides per month to support strategic forecasting for nine brands in 28 countries.

THE CHALLENGE

The organization relied on a steady stream of third party data that needed to be transformed into appropriate enterprise forecasting KPIs. With data points changing from month to month, the analysts were under intense pressure to manually process and check data. This created data quality management (DQM) concerns and reporting delays, which eroded trust between senior leaders and the analytics teams. As well, the teams were relying on basic tools and costly external resources to build reports each month. The client needed a sustainable, agile, cost-effective way to reduce manual processes while improving DQM and giving analysts time to build meaningful insights that support decision making and financial forecasts.

THE SOLUTION

The company selected the Scarsin platform for its speed and tight integration with PowerPoint. The analyst team appreciated the Excel-based tools that enabled them to automate DQM processes themselves, reducing reliance on busy technical teams, and rebuilding trust with senior leaders. They were particularly impressed with the platform's ability to generate 2,000 slides per hour, completing the entire reporting cycle in just one day, without using expensive external vendors. These automation and production efficiencies allowed the brand analysts to focus on insights instead of data checking.

THE RESULTS

Once the Scarsin platform was implemented, stakeholders received reports days earlier each month with noticeably better data quality. In addition to rebuilding trust in the strategic forecasting, brand analysts each recovered 25 to 40 hours per month to focus on generating insights. With unified data sources and best-in-class DQM management, marketing and leadership teams were able to identify threats and opportunities more easily. The organization was also able to reduce expenses by bringing report production in house.

"Scarsin's process expertise and platform helped transform our PPT reporting within the business unit. Our goal of focusing our analytical resources on insight generation as opposed to report building was greatly enhanced. "

Head of Strategic Planning
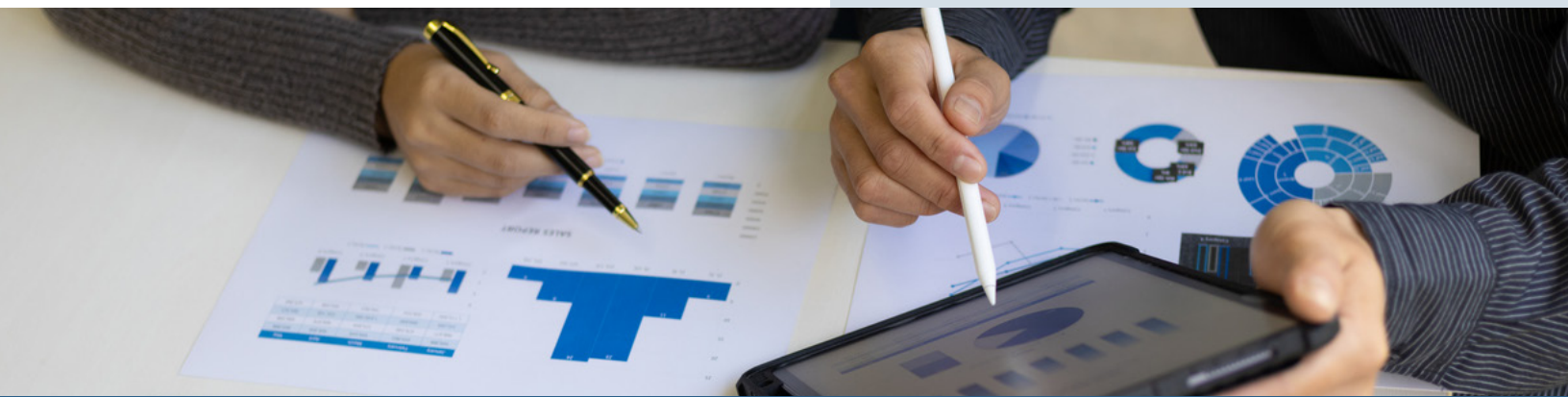
LEARN MORE

Book a demo today to see how our reporting tools drive productivity and insight that build your competitive advantage.

ABOUT SCARSIN

For more than 25 years, Scarsin has served life sciences and public health forecasters with the simple tools they need and the powerful insights they demand. We work with life sciences leaders and public health agencies to make forecasting faster, more accurate and more flexible.

Operational plans
Long range plans
Consolidations
Ad hoc reports
Scenario modelling
Epidemiology models

Scarsin

Fast. Intuitive. Simple.

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