



DLI Market Intelligence
Copenhagen, Denmark
www.dli-mi.dk

Industry:

High technology

Employees:

14

Oracle Products & Services:

Oracle Database
Oracle Fusion Middleware
Oracle Application Server

“Thanks to Oracle, we achieved application development in house and in just 1,200 hours.”

– Jesper Gurlev, Systems Consultant, DLI Market Intelligence

DLI Market Intelligence Rapidly Develops Sales Analysis Tool for Pharmaceuticals

DLI Market Intelligence covers 99.8% of all information about the sales of pharmaceuticals in Denmark. The company collects large quantities of data related to the sale of pharmaceuticals at hospitals, pharmacies, and the retail trade information collected from the pharmaceutical companies and the Danish Medicines Agency. DLI Market Intelligence processes this information so that its customers can use it for greater insight into regional sales activity, competitors’ progress, and the potential of products.

Challenges

- Develop a timely and cost-efficient solution that presents pharmaceutical sales data in map format
- Ensure flexible installation at the customer site through a Web-browser accessible application
- Generate simple and uncomplicated solution for the customer accessing the analytical information via a Web portal

Solution

- Created user-friendly and intuitive solution that is instantly understood by sales staff and sales directors by showing data graphically as regions on the map of Denmark, using colors to show things such as potential turnover or competitors’ turnover
- Developed the application in 1,200 hours without the use of external consultants by using Oracle components, such as Oracle Application Express and Oracle Fusion Middleware MapViewer
- Depicted data graphically as a map of Denmark using Oracle Fusion Middleware MapViewer, providing sales staff and directors with a graphical representation of sales progress
- Created a solution that immediately aroused a great deal of customer interest
- Avoided local installation costs by developing a Web solution
- Provided short response times for analyses of sales vs. budgets and earnings potential by geographical area
- Gained help from Oracle online forums during the development process, which was wholly carried out by in-house resources