



Janssen-Cilag SpA  
Cologno Monzese, Italy  
www.janssen-cilag.com

#### Industry:

Life Sciences

#### Annual Revenue:

US\$728 million

#### Employees:

1,200

#### Oracle Products & Services:

Oracle Business Intelligence  
Enterprise Edition

#### Oracle Partner:



Avrion Srl  
www.avrion.it

**“From static reports to dynamic executive dashboards, from analysis offered to only a few employees to a company-wide data sharing system, Oracle Business Intelligence Enterprise Edition is an important technical solution for achieving our enterprise-wide goals.”**

– CRM Manager Janssen-Cilag,  
Customer Relationship  
Management Manager, Janssen-  
Cilag SpA

## Janssen-Cilag SpA Advances Business Strategy with Flexible Business Intelligence Solution

Janssen-Cilag SpA, a member of the Johnson & Johnson group, is a leader in the pharmaceutical sector with more than 30 specialty products on the market. Born out of the merger of two major pharmaceutical companies in the J&J Group, Janssen Pharmaceutica and Cilag, the company has been operating in Italy since 1995, with locations in Cologno Monzese and Borgo San Michele (Lt).

### Challenges

- Expand business intelligence capabilities to support business strategies
- Integrate multiple company functions in a single system, including sales and marketing, credit collection, medical direction, and product managers—ensuring that each function has a customized vision of the company’s data resources
- Integrate data from different systems and vendors, including SAP, Oracle, and other third-parties
- Increase integration of sales and marketing with other company functions

### Solution

- Deployed Oracle Business Intelligence Enterprise Edition to create a single interactive point of access to information that can be used in real time
- Incorporated new company functions in the system and granted access to information based on the user’s profile
- Increased the number of users
- Improved the quality of reports and data analysis for management of each function and sector
- Improved integration between marketing and sales, driving more effective initiatives and accurate projections
- Enabled analysis by exception, as well as monitoring and alerts, to improve business performance and planning
- Activated DMAI<sup>2</sup>C (Define, Measure, Analyze, Improve and Innovate, and Control) to control and improve processes
- Created a single analysis model for EMEA (16 countries) that can be customized for each country