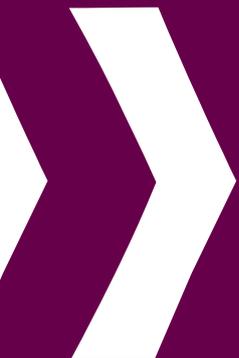


# SupplierService News

**JUNE**  
2006



## THEME: Business Intelligence

Web-based solutions give pharmaceutical companies direct access to all sales and stock data. An intelligent way to create business advantages.

Foto: Getty images

Exchange of data, Intelligent Market Information, integration of ERP systems and replenishment systems - These are not just buzzwords. In this issue of SupplierService News we are focussing on how data can be utilised to create business advantages. We are dedicated to provide you with transparency into your market and your customers. The needs for business data vary quite a bit from one pharmaceutical company to another. Thus, we fulfil this dedication by providing a portfolio of business data solutions ranging from standard business data reports across our state of the art online web analysis system (NOWA) - and at the highend solution: customised integration of ERP systems.

The development of the solutions in the portfolio is swift. It is driven by an increased need for a detailed knowledge of the markets in the sales organisations, more timely planning in the logistic operation to secure continuous supply, and not least accurate reporting from the financial departments to mother companies round the world. In turn this demands validity of data and the business processes behind the data.

Executives from Abbott and Norpharma provide an insight into how the NOWA system has been introduced in their companies. Finance Director Benedikte Holch from Janssen-Cilag tells us about the company's expectations and requirements for a "real time" data integration project.

To illustrate Nomeco's commitment to data integration in the whole supply-chain we have included an article about our replenishment system towards pharmacies - VMI (Vendor Managed Inventory)

On the final page we introduce our new Internet based tool for companies who use sampling as an important part of their marketing and information activities (free doctor samples of medicine). The tool enables the companies to streamline the processes of "sampling" and at the same time ensure that sampling at all times complies with relevant laws and regulations.

When time comes - happy summer holidays!

# THEME:

## Business Intelligence



Jørgen Kelkjær  
Director - SupplierDivision  
Nomeco A/S

Foto: Geir Haukursson

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# THEME: Nowa

## Business Intelligence Customises Analyses

Nomeco gives customers direct web access to all data and envisions actual file integration in the future.

Nowa is the latest addition to the family of Nomeco's service offerings to its suppliers. Nowa is a web-based solution giving pharmaceutical companies direct access to all data on sales and inventory – and as an extra bonus to the wholesale figures as well. Nowa enables the user to structure the reports from scratch by defining which data to include. Thus the reports are tailored to the company's specific needs, and the figures may be exported to e.g. Excel.

"Nowa was introduced last year and will replace the Sussi system which will be phased out during the autumn of 2006 – i.a. as the inflexible way of receiving reports is outdated. Almost all our suppliers have already switched to Nowa, and we expect that the rest will follow soon", says Peter Nørklit, head of Business Intelligence at Nomeco, a department of four employees.

"Business Intelligence will strengthen the manufacturers' market performance. With up-to-date analysis material they are equipped quickly to respond to market changes and demands", he points out and emphasizes the additional advantages of Nowa. The system is i.a. based on Cognos which is a business standard. Furthermore, it is develo-

ped in cooperation with Tamro in Sweden and Finland. Users automatically get access to this data as well, and the web-based solution makes it possible to access the information from anywhere in the world.

"We know that Nowa may take a little getting used to at first, which is why we offer to train users in the system. And in case of questions or queries, we are always just a phone call away," says Peter Nørklit.

### Data Integration is the Future

The next step is the actual data integration between the customers and the Nomeco SupplierService systems. This kind of integration is already used by several customers. "Today, we make wide use of our data warehouse, where the transactions are updated every night. The next step is real time data transfer. The step has actually already been taken as the first real time integration has just commenced on June 1. With data integration, suppliers get direct access to information on sales, transactions, inventory and back orders. For instance, you get information on orders which have been created, picked and shipped. This enables the supplier to follow Nomeco's processes very closely."

## FACTS:

Sussi (an abbreviation of Supplier Sales and Stock Information) was developed in the middle of the 1990s and is a system compiling reports based on a number of pre-defined parameters. Thus the system offers no possibility of developing specialized reports as their format is locked.

Nowa (Nomeco Web Analysis) was introduced in the spring 2005 and is an analysis tool enabling the user to select his or her own basic data, i.e. the information to be included in the report. It is possible to dig deep into the various types of data and obtain very specific knowledge on the status and sale of the individual products. For instance, it is possible to see the sales pertaining to an individual customer (wholesalers, hospitals, retailers and DLI bricks of pharmacies) on a specific day.

Data integration is the ultimate data exchange in real time where the company's ERP system is able to tap directly into the pre-wholesale storage facilities.

Business Intelligence Manager Peter Nørklit Nomeco A/S, points out that Nomeco offer to train users in Nowa. "And in case of questions or queries, we are always just a phone call away".



Foto: Geir Haukursson

Peter Nørklit is certain this is in line with the current supplier needs. By utilising all of the Nomeco data, the supplier receives the updated data on e.g. a certain product directly into his own system.

"The more exact knowledge you have of what lies immediately after manufacturing, the easier the planning process will be. And data integration makes it easier to manage production and thus reduce stocks."

Peter Nørklit describes data integration as the ultimate tool in the cooperation between wholesalers and manufacturers – a tool which a significant number of manufacturers demands. We are in the middle of the development and are doing our best to ensure that our offer is adapted to the customers' requirements to the greatest extent possible. We consider Business Intelligence a partnership where the information is bilateral which is why we are currently looking into our customer's requirements in this area.

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# THEME:

Business Intelligence

# Nowa Strengthens Innovation

More precise analyses and access to wholesale data help Abbott ensure management, administration, world-class planning and comply with the core value of innovation.

A couple of months ago, the pharmaceutical manufacturer Abbott, which supplies pharmaceuticals to pharmacies as well as hospitals, implemented Nowa. That gives Abbott direct access to the Nomeco system and enables the company to download data on their own products.

Heidi Helledie, Logistics Coordinator at Abbott, uses Nowa daily. "We use the system to download sales statistics for our products, and we are able to design the data exactly the way we want them in order to check the inventory situation and back orders. Previously, I received the data from Sussi (the old Nomeco system; editor), or I called Nomeco and received the information that way. Now I am able to extract the data directly", says Heidi Helledie. This also saves Nomeco some work as the company no longer has to spend time on retrieving the data.

Finance Director Tom Schjødt at Abbott points out that Nowa gives Abbott access to wholesale data, which they did not have previously. "Having access to information on wholesale stock may

make a difference. If, for instance, there is a shortage of a product, we are able to see whether the problems arose in SupplierService or with one of the other wholesalers or whether the product is in short supply on the market as a whole. This means that we are able to monitor the status of the individual product", he points out.

### World Class

Abbott was Class A-certified in the autumn of 2005. "This means that our processes for management, administration, planning, etc. are considered world-class. In this context, Nowa helps us in our ambition to get even closer to customers and business partners."

According to Tom Schjødt, Nowa provides more accurate analyses which may prove useful in connection with e.g. the introduction of new products and analyses of various changes in general. "Now we are able to see where our stocks are and retrieve other useful forms of information which we did not previously have. Among other things, we are able to use the data to analyse future needs",

# FACTS:

Abbott was founded in 1888 and is currently one of the world's leading companies in the fields of pharmaceuticals and diagnostics. Abbott has 60,000 employees within research, sales and distribution and offers new and improved treatment options to patients in more than 130 countries. The Danish subsidiary has more than 80 employees. Abbott's Danish headquarters are located in Gentofte.

he says. Heidi Helledie adds that it is very manageable and easy to download into an Excel file.

Tom Schjødt and Heidi Helledie agree that their optimal utilization of Nowa is still a way off. "There is a certain learning curve. There is no doubt that given time we will improve our use of the system. For instance, we should get better at designing reports in order to make a push where reports are automatically generated and maybe

sent via e-mail or SMS to specific persons. We will address that issue within the next couple of months", says Tom Schjødt.

He points out that with its many options, Nowa helps Abbott to comply – also within finance and administration – with one of the company's four core values, which is also pursued in the development and marketing of pharmaceuticals: Innovation.

*mwh*

Finance Director Tom Schjødt and Logistics Coordinator Heidi Helledie, Abbott, use Nowa and design the data exactly the way they want. In the future they plan to improve their use of the system - e.g. to send the reports via SMS to specific persons.



Foto: Niels Jensen

# THEME: Nowa

## Business Intelligence Improves Quality

Easy access regardless of geographic location, improved efficiency, fewer mistakes, better analyses and improved consistency in reports. Norpharma lists the numerous advantages after switching to Nowa.

Norpharma was Nomeco's first test customer on Nowa. After a somewhat rocky start for Nowa by the end of 2004, Norpharma is now satisfied with the system. "Nowa has several advantages – among others it is web-based. That gives us access to the system regardless of where we might be in the world. Furthermore, it makes no difference if we are at a sales conference, at a management meeting or visiting a manufacturing facility. As long as you have a laptop and an internet connection, you can download data from the system", says Managing Director Kaare Madsen.

He also points out that Nowa is a Cognos programme which is already used elsewhere in the industry and which everybody is quite familiar with. That way it is not difficult to train new employees in the use of the system. "Generally, it has the huge advantage that we avoid typing errors, as we are able to export the files from Nowa. Furthermore, we can work with WPP and PPP in the same document. And in the future, the reports will be able to enter the system automatically and extract the data."

### **Saves Time and Errors**

Allan Fischer Petersen, Finance and Accounts Manager, emphasizes the advantage of the option which enables him to extract data directly into an Excel spreadsheet. "Sussi, which we used before, did not have this feature, and that meant spending a long time entering data manually. It was time consuming and increased the risks of errors. A task which used to take up to 45 minutes can now be solved in five. On top of that, the quality is excellent as we have eliminated any risk of typing errors. Furthermore, the reports I send out are now consistent because the assumptions remain

the same, once they have been defined", he says. Allan Fischer Petersen uses Nowa every day and is very happy with the system. "I think that the level of detail is sufficient for me to make much more efficient use of Nowa. I can go all the way down to the level of the individual package and see which wholesaler it was sold to, and receive reports on the development of individual packages."

Supply Chain Manager Morten Carl Malherbe Madsen has seen several, concurrent data versions in the company due to update errors when using Sussi. "We no longer have that problem. To the greatest extent possible, we use live data, which increases the reliability of the data. And whether you are in your office or somewhere else, you always see the same data. That is a great advantage. Furthermore, Tamro in Sweden and Finland use the same tools as Nomeco. This enables us to design the same reports and thus achieve consistency which contributes to greater understanding", he says.

None of them trusted Nowa in the beginning. Within the supply chain area e.g., there was a couple of discrepancies between data in Sussi and Nowa. So during the first months, stocktaking was mainly carried out according to data from Sussi. "We do not do that anymore. Now I trust the Nowa data completely", says Morten Carl.

### **Easy Once the Report is Designed**

With Nowa as opposed to Sussi, the user designs his or her own reporting formats and defines all parameters – including which data to receive during which period. "It takes me 5-10 minutes to design a report. If I know I have to perform a

# FACTS:

task regularly, I save it in my personal mailbox or in the joint mailbox so that everybody may use it and benefit from it. The secret is designing the right report from the start. Then all you have to do is click a hyperlink – I do not even have to update the dates”, says Allan Fischer Petersen.

The users agree, however, that it is important to watch your step when creating a report. Otherwise, it is easy to get lost in the system and lose track of where you are. But Nomeco is willing to help, and once the report is designed, there are no problems.

## More Information in the System

Morten Carl points out the advantage of setting up agents in order to receive notifications via e-mail when pre-defined parameters are fulfilled. ”Another advantage is the option of assigning various colour codes to the reports to make them easier to work with. That speeds up the process of prioritizing the 10 per cent which require your attention. Furthermore, you can dig deeper into the information than you could with Sussi – for instance when it comes to information on storage locations. Now we have access to several levels of locations – for instance the returned goods stock. Overall, it seems as if there is more information in the system, and that you can view it more efficiently.”

Kaare Madsen emphasizes the option of generating graphs, for instance for sales meetings. ”We use the system every day. Our product, sales and marketing managers access their own product areas and monitor the actual sales. All in all, we are quite satisfied,” he finishes.

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Norpharma is part of the international group of independent, associated pharmaceutical companies – The Purdue/Mundipharma/Napp Group – with research companies in the USA, UK, Germany and Canada.

The Group is privately owned, covers the global pharmaceuticals market and develops and markets products within analgetics, oncology, asthma and cardiovascular diseases with potent analgesics as their main focus area. Among the most well-known and best-selling products in Denmark are OxyContin, Todolac, Norspan, Transtec and Prioderm.

Foto: Niels Jensen



Allan Fischer Petersen, Morten Carl Malherbe Madsen and (at the front) Kaare Madsen from Norpharma stress that Nowa is web-based. Therefore you can download data with a laptop anywhere in the world.

# THEME: A Leap Business Intelligence Into the Future

Janssen-Cilag now follows the trend among the largest pharmaceutical companies and establishes data integration with Nomeco.

On June 1, Janssen-Cilag transferred their central storage facilities to Nomeco. At the same time, the company made a leap into the future by establishing integration between the Janssen-Cilag SAP system and the Nomeco AS400 platform. But Janssen-Cilag has taken it a step further than most companies. "We do not just import a flat file. We are talking about complete system integration receiving live data from Nomeco into our SAP system. In practice, Nomeco transmits inventory and sales data directly into the Web-methods middleware system, and the data is then transferred immediately into our own ERP system", says Finance Manager Benedikte Holch.

She emphasizes the great advantage of being able to exchange data on the joint platform which has been introduced between the Janssen-Cilag and Nomeco systems. "Eventually, this will make the overall data flow from order to cash more flexible as both parties are able to make changes to their own systems without having to change the interface between the systems. Furthermore, the joint platform means that we are able to continue utilizing the existing technology in SAP. The data quality from Nomeco is so good and transparent that we have the same information in our system as before. It has also been possible to include controls between Nomeco and Janssen-Cilag."

"At the same time, the new joint data platform opens up for improved forecasting to ensure optimal supply, and Nomeco is able to ensure sufficient storage capacity", Benedikte Holch explains. "With our new common data integra-

tion and the outsourcing of our central storage facilities, we expect our total logistics operations to be adapted for future requirements and geared for growth."

## First with the Solution

An important incentive for the integration project initiated last year is the fact that the group management is willing to invest only in systems which may be used in several countries. "They want standard solutions which at the same time ensure system consistency and quality. "We will make our presence known in Europe now as we are the first in the Johnson & Johnson group to design this type of solution. And we will not be the last. The integration solution with Nomeco may also be used in other countries. In three to five years, I would think that everybody in the Nordic countries and a large part of the rest of Europe will be using it", says Benedikte Holch.

The decision to implement the integration with Nomeco and the actual specification of the solution were made at corporate level by the central SAP Competence Center in Belgium. "It is just not possible to design such a complex solution locally, particularly in a global company like Johnson & Johnson," says Benedikte Holch.

## Proving Good Business Ethics

For a global company with US headquarters, it is extremely important to ensure correct transactions and transparency in supplies. Not least in the light of the so-called SOX-standard (Sarbanes-Oxley Act of 2002), where in the wake of the

## FACTS:

Janssen-Cilag has a turnover of more than DKK 300 million in Denmark and is on the Danish top-ten list of original manufacturers and generics companies. The product portfolio is wide with a product range of approximately 180 items in the hospital area. Janssen-Cilag researches and works in a number of fields, but in Denmark, the company's core business is the treatment of pain, schizophrenia, epilepsy and dementia. Janssen-Cilag A/S is a subsidiary of the Johnson & Johnson group of companies which is one of the world's largest suppliers and manufacturers of pharmaceuticals, hospital and consumer products.



Foto: Niels Jensen

Enron scandal the American congress drew up a number of guidelines for good business practices. Johnson & Johnson is strongly dedicated to complying with those guidelines in all countries and strive to be 'Best in Class' within the pharmaceutical industry in the US.

"With the new solution, we have an in-depth system integration giving transparency to the entire supply of goods – and in real time. Of course, this calls for a very high quality of the data received from Nomeco. It is crucial that we send only true, fair and correct data on to the US.

The implementation of the integration project between Nomeco and Janssen-Cilag has taken approximately three months, and it is yet too early to evaluate the effect. Benedikte Holch envisions a run-in period of around six months with room for minor deviations and adjustments. "We accept that. I'm sure that we have now taken the first step into the future."

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Finance Manager Benedikte Holch tells that Janssen-Cilag has chosen a complete system integration receiving live data from Nomeco into the SAP System. The new joint data platform ensures optimal supply, and Nomeco is able to ensure sufficient storage capacity.

# THEME:

Business Intelligence

# Nomeco Takes Over Inventory Management

With VMI (Vendor Managed Inventory) Nomeco takes care of inventory and purchase management on behalf of the pharmacy, the pharmacy saves time, and the wholesaler streamlines operations.

Basis is a close logistic partnership between pharmacy and wholesaler.

Today, 130 pharmacies entrust Nomeco with their inventory and purchase management. The pharmacy saves time and resources, and Nomeco's operations become more efficient and productive. All in all, a win-win situation. The system is 100 per cent product neutral. The supplies are subject to legal requirements regarding substitution, pharmacy preferences of products, and logistic parameters. Furthermore, the solution corresponds to a normal interface aimed at the retail market.

Svendborg Løve Apotek has used VMI since its introduction in 2002 and is satisfied with leaving the task of inventory and purchase management to another party. Pharmacist Lene Albjerg remembers how it used to be: "We spent a lot of time ordering goods, and we always had to keep an eye on the clock to adhere to a certain order deadline during the day. So VMI has given us time to attend to other tasks. Now we receive the items we need automatically."

She adds that the employees appreciate not having to remember, for instance, the approa-

ching allergy and hay fever season. The system automatically takes into consideration the fact that the pharmacy must have antihistamines and other allergy products in stock. This also applies to the winter season with its coughs and colds as well as to other seasonal items.

## High Level of Service

Pharmacist Hans Ulrik Schaffalitzky de Muckadell is very pleased as well with VMI: "We have always had a high level of service at the pharmacy, and the implementation of VMI enabled us to maintain it. It is very important to have the right items in stock to retain customer loyalty. The neighbouring pharmacy is only 125 meters away."

According to the pharmacy's quality management system, the external service level towards the customers must be 98.0 per cent, but generally it is somewhat higher. The rule is that 99 out of 100 customers can immediately leave the pharmacy with the product they came for. Nomeco's goal



Svendborg Løve Apotek is one of the 130 pharmacies which entrust Nomeco with their inventory management and purchasing. Pharmacist Hans Ulrik Schaffalitzky de Muckadell and VMI manager Lene Albjerg are pleased with that.

Foto: Geir Haukursson



# FACTS:

## VMI Is a Logistic Partnership

VMI (Vendor Managed Inventory) is a logistic partnership between Nomeco and the individual pharmacy. The cooperation is based on the principle that everybody will do what they do best. The pharmacy's contributions are skills within quality, professional skills and customer knowledge, while Nomeco contributes with skills in the fields of IT and logistics.

In practise Nomeco will several times a day handle the pharmacy's purchases and inventories based on electronic exchange of sales- and inventory figures.

The selection of substitution goods delivered to the pharmacy is based on data files from the Danish Medicines Agency comprising information on the cheapest item in the substitution group. This ensures a thorough integration between the legislation and the substitution goods received by the pharmacy.

After selecting the cheapest substitution goods, any preferences the pharmacy may have will be checked as in certain cases the legislation allows the pharmacy to prefer some substitution goods to others.

Finally, the optimum order volume is calculated based on a number of parameters ensuring that the pharmacy will receive the highest service degree possible with the best possible combination of inventories and handlings for the pharmacy. The pharmacy will change preferences according to its needs and other optimization parameters – perhaps in cooperation with VMI. VMI will regularly follow up on service degree, inventories, etc. on an ongoing basis and will adjust the parameters accordingly in cooperation with the pharmacy's logistics person.

for their internal level of service is also more than fulfilled. The goal is 98 for stocked goods and 97.5 for all goods including products available at request, veterinary pharmaceuticals and OTC specialities.

### Supporting the Pharmacy Policy

Pharmacies with VMI predominantly comply with their own policies as VMI consistently ensures that the supply of goods corresponds to the desired policies. For instance as regards substitution and preferences.

When an item in stock is given a back order status, the pharmacy decides whether VMI's handling of the situation should be amended. The pharmacy may also have particular preferences and rules for inventory and stock reorganisation. These parameters are entered as prerequisites in VMI. For instance, Svendborg Løve Apotek has hardly any first choice products within the Rx area.

The pharmacy recently adjusted VMI due to lack of storage space at the pharmacy. "Now logistics take precedence over preference. Those minor adjustments are made regularly in order to utilize VMI optimally", says Lene Albjerg and adds that the pharmacy also tries to avoid returning too many goods to the manufacturer. Because when an item is withdrawn from the A group in the official price list (Taksten), there is a certain likelihood that it will become the cheapest product again within a foreseeable future. In that case, there is no reason to return it.

At the pharmacy in Svendborg, they fully understand that VMI is all about partnership: "Basically, the most important thing is good cooperation between the pharmacy and wholesalers. And we have that! If there is the slightest issue, I contact Nomeco and we solve it."

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# Sampling Made Easy by Nomeco

By Henrik Kaastrup, Sales and Marketing Director, Nomeco A/S

On June 1 Nomeco launched a new Internet portal eLMK. By developing eLMK we have dedicated ourselves to meet numerous requests from our partners among pharma companies for a “toolbox” which offers an effective and easy-to-use means of streamlining the necessary back-office set-up supporting the everyday work of medical representatives (LMK’s).

## **eLMK- a modular Internet application**

The eLMK portal is basically a modular Internet application which consists of six generic functionalities: ordering, pick and pack, approval, shipment, registration and statistics. Version one of the eLMK portal is designed to support one of the most valuable information activities in the pharma industry – supply of drug samples to doctors (sampling).

So, to summarise what eLMK does - it offers a workflow on samples including:

- ordering of product samples by the reps
- approval of product sample orders by the sales-team leader (optional)
- pick and pack of drug samples including mandatory labelling on each pack
- shipment of samples directly to each rep or to a central pick-up point
- printed sample requisition on batch level with unique product key
- sample simulation to help the reps planning their visits
- registration of samples in a Cegedim doctor database or a company specific database
- statistics on handed out samples
- possible integration with existing CRM systems

# FACTS:

# eImk<sup>®</sup>

POWERED BY NOMEKO

## **Sampling – made convenient and secure.**

Sampling has always been recognised as an important marketing and information activity. However, sampling is also a critical activity for the industry and for the past few years there has been an increasing focus on quality and legal compliance – especially from the authorities.

By using the automated workflow in eLMK to handle the whole “process” involved in sampling, pharma companies will achieve valuable benefits:

- a convenient and easy-to-use tool which supports the field force and will help the reps preventing “double handouts”.
- an application which can be customised to meet your company policy and quality demands on sampling.
- a tool which will secure and document that your company is legally compliant with the rules on sampling.

- an easy access to relevant and consolidated statistics on sampling with the possibility to track samples on batch level.
- an all-in-one solution which will free-up valuable time by streamlining trivial back-office routines.

## **Powered by Nomeco**

As you can see when you log in to the portal, eLMK has its own layout and logo far from Nomeco’s other online services. This is because eLMK is meant to be a user driven solution only “powered by Nomeco”. This means that the future development of eLMK will be highly influenced by the advisory board which will be appointed among users from the companies who will choose to subscribe to eLMK.

The eLMK portal is accessible on [www.elmk.dk](http://www.elmk.dk). The portal is password protected so please contact Michael Bevensee at Nomeco (tel.: 3614 2038 or e-mail: [mib@nomeco.dk](mailto:mib@nomeco.dk)) for further details on prices or a demo of the portal.



## New Warehouse in Brøndby

Due to the influx of new customers to Nomeco SupplierService, Nomeco extends its storage capacity. Thus, the existing SupplierService warehouse at Sydhavnen will be supplemented by a large storage facility in Brøndby with sufficient capacity for future expansion. The new warehouse will be ready around September 1, 2006.

If Nomeco needs to move goods to the new facility, the suppliers affected will be contacted in due course before the relocation. Should the suppliers in question want to perform an audit of the new storage facilities before relocation of their goods, they shall be most welcome.

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