

PHARMA: LLOYDSPHARMACY



Lloydspharmacy



Your local health authority

STATS

DATABASE: ORACLE V9.2

DATA SIZE: 250GB

USERS: 300

DEPLOYMENT TYPE: INTRANET

APPLICATIONS

STORE LEVEL KPI / FINANCIAL PERFORMANCE REPORTING

SALES REPORTING BY CATEGORY TO TRANSACTION LEVEL

DISPENSING RE-IMBURSEMENT ANALYSIS

COMPANY LEVEL MANAGEMENT ACCOUNTS

“MICROSTRATEGY HAS THE SCALABILITY AND EASE-OF-USE WHICH ALLOWS US TO INCREASE THE AVAILABILITY AND TIMELINESS OF ANALYSIS AND REPORTING, BUT ALSO TO WIDEN ITS APPLICATION ACROSS THE ORGANISATION.”
IAN FEREDAY, HEAD OF BUSINESS INTELLIGENCE AT LLOYDSPHARMACY

Lloydspharmacy's Business

Lloydspharmacy is a wholly-owned subsidiary of Celesio AG, Europe's No. 1 in pharmaceutical wholesaling and retail pharmacy. Celesio's Pharmacies Division, which includes Lloydspharmacies, operates in 7 countries, has 1,900 pharmacies, and services over 500,000 customers daily. Lloydspharmacy is the largest community pharmacy chain in the UK and dispenses 100 million prescription items annually.

Using The MicroStrategy BI Platform To Deliver Business Strategy

MicroStrategy was first deployed as part of an EPOS solution for the pharmacy business to analyse over-the-counter sales. Lloydspharmacy had many “versions of the truth” and needed a single source and repository for enterprise-wide data. In addition, Lloydspharmacy wanted to expand the enterprise data user community to include its Operations and Finance departments. The objective was to provide benefits to a wider audience, improve Management Accounts production and output, and become faster and

more efficient providing more impactful reporting.

Lloydspharmacy focused on improving data management, analysis, and reporting. The key reporting output was a balance scorecard that displayed relevant performance metrics, dashboards, and Key Performance Indicators (KPIs). This easy-to-understand representation of corporate management information would enhance decision-support reporting for senior and operational management.

Integrating The Data

Lloydspharmacy wanted more input from different data sources, and to fully incorporate the financial system and EPOS data within the data warehouse. MicroStrategy therefore takes daily feeds from Lloydspharmacy's Cedar E5 financial management software and over 50,000 EPOS store transactions per day from an in-house developed Siemens EPOS system. New updated lap-tops deliver Head Office Cost Centre reporting and category sales performance to field managers using MicroStrategy's Narrowcast web-based user interface.

Redefined business processes enable shortened delivery timescales for reporting. Corporate Head Office and local Directors and Senior Managers were provided with a fully electronic Management Reporting suite that provides an unprecedented ability to 'drill-down' to transactions throughout the data hierarchy. This functionality enables them to investigate the root causes of non-performance and implement corrective actions in a timely manner.

Measuring Performance

The Balanced Scorecard application was introduced to provide a tactical measurement of the success of their business strategy. Lloydspharmacy established 16 key indicators of success using the "classic" Norton & Kaplan four quadrant Balanced Scorecard model. Lloydspharmacy integrated these indicators with operational data to deliver a suite of impactful reports for operational and corporate decision makers. This also enabled them to align daily activity to business strategy, and provides an agile and action-oriented business reporting mechanism.

Ian Fereday, Head of Business Intelligence at Lloydspharmacy states "Using MicroStrategy, we have been able to seamlessly use analysis and reporting from both our sales and financial operations, which allows us to examine business performance with ease from both sides. Lloydspharmacy has made a significant investment in a new EPoS infrastructure, so we needed the right BI platform to extract real business value from the new data created. MicroStrategy has the scalability and ease-of-use which allows us to increase the availability and

timeliness of analysis and reporting, but also to widen its application across the organisation."

The MicroStrategy Business Intelligence platform is used in the following enterprise application areas:

- 1) Balanced Scorecard for Directors to monitor strategy implementation
- 2) Monthly management accounts for the Executive Board
- 3) Store level reporting for Area Managers

And provides tangible business benefits for Lloydspharmacy:

- 1) Improves data quality and established a single version of the truth across the group
- 2) Delivers more impactful business reporting within shortened reporting cycles
- 3) Drives more refined business strategy and aids its successful implementation

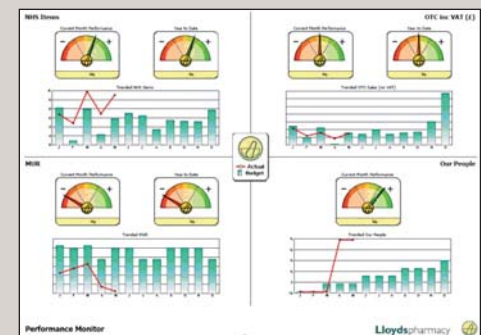
Ian Fereday concludes: "The MicroStrategy BI platform enhances our decision makers' understanding of our business performance. The system stimulates management action through better quality information, improved timeliness and ease of use, and innovative, impactful reporting".



Lloydspharmacy's onevision application



Lloydspharmacy's KPI page by quarter



Lloydspharmacy's performance monitor