Global Business Intelligence Center

Creates and sustains business intelligence for better decision making

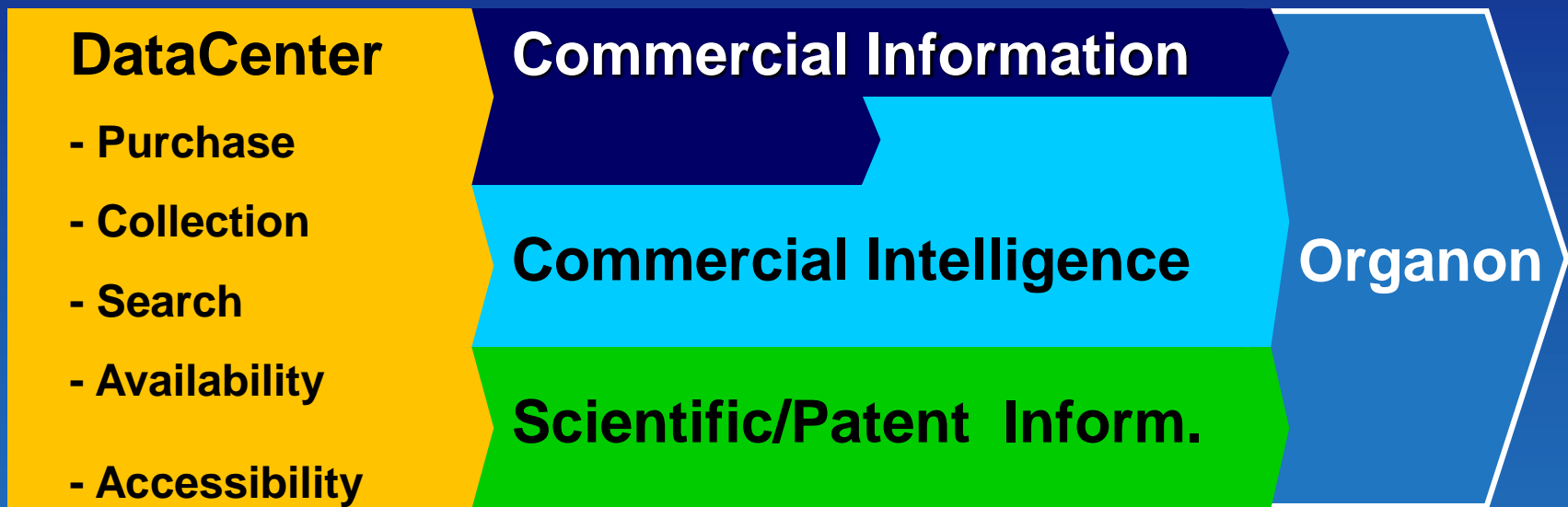# Global Business Intelligence Center

Mission
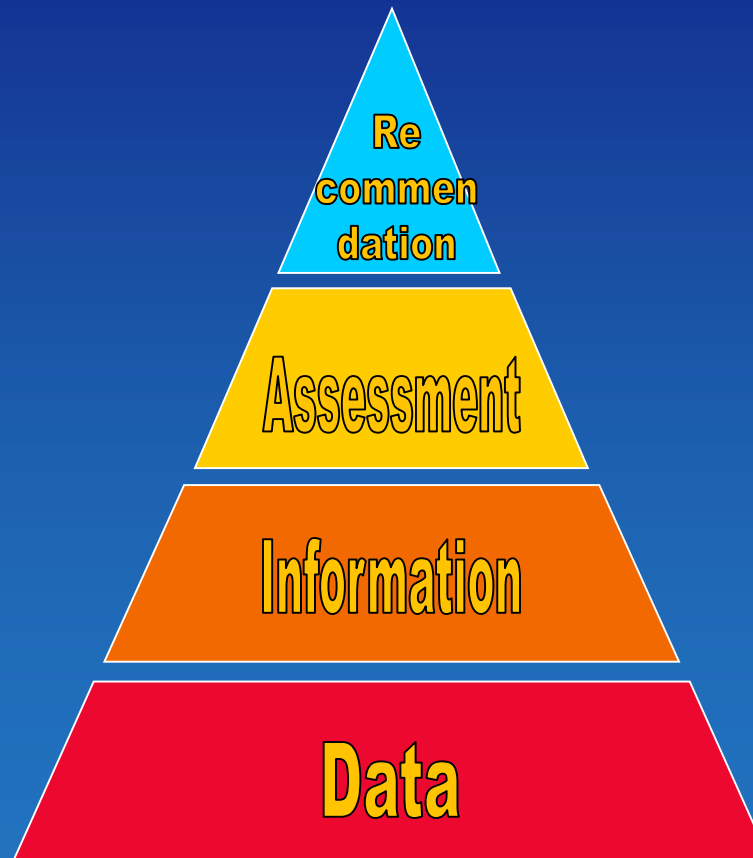
Supply **all** disciplines within

Organon on a **global** level

with the **right** kind of data,

information & business intelligence

to support **better** decision making

on time and in a focused, transparent &

customer-oriented manner

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The information flow

DataCenter

- Purchase

- Collection

- Search

- Availability

- Accessibility

Commercial Information
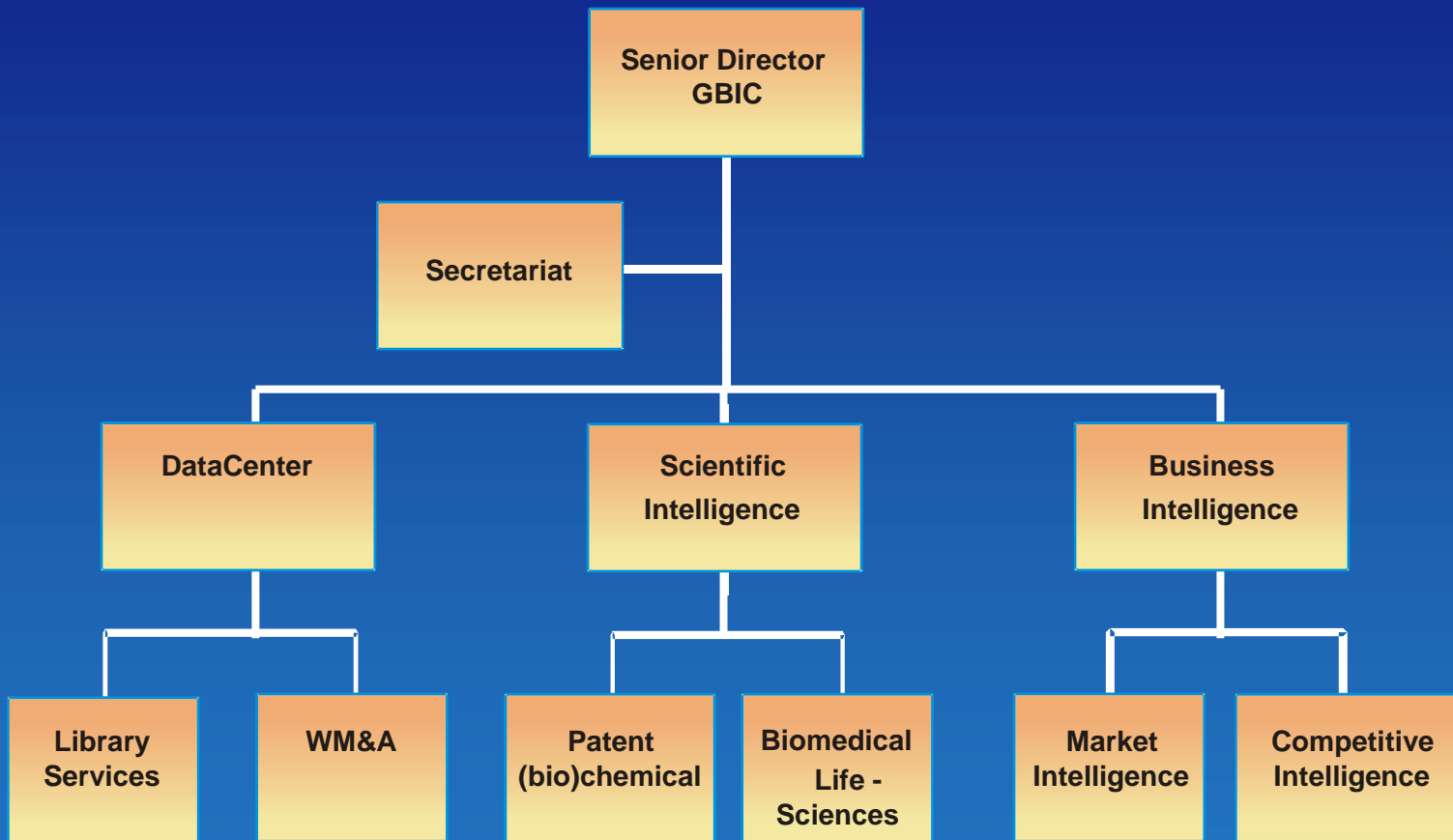
Commercial Intelligence

Scientific/Patent Inform.

Organon

Intelligence pyramid

Organization Global Business Intelligence Center

E-Library main tasks

- Acquisition of all electronic information sources
- Electronic resources management; purchase & global licensing; financial administration
- Assessments of new data resources & systems
- Document delivery Organon wide
- Introduction courses; training & workshops

- Data & information are delivered according business requirements and delivered via business portals & iKnow

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Some figures

- E-journals   1665
- Print subscriptions (non scientific)   1254
- Databases   108
- Books & periodicals (print)   997
- E-Books (scientific)   50
- Document delivery requests   16,000

- Budget involved (2005)   5,337 kEuro

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Library Services

Ambition:

- The aim of the E-Library is to make electronic content available on the desktop of every Organon employee via customized business information portals. Access via Portals is much more efficient and effective in terms of usability and relevancy for our stakeholders.

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Web Management & Applications

Tasks:

- Application management & accessibility e-services
- Functional Management of Intranet and its content management systems
- Project Management of Portal and Collaboration solutions

Scientific Intelligence

- Perform patent searches for the Global Patent Department
- Determine inventor / applicant – company relationships
- Perform (bio)-medical /chemical literature searches on products and drugs
- Provide Clinical Trial information and study design

- Select, analyze, conclude and recommend patents, medical, biochemical and life science literature publications
- Evaluate new information sources and train end users

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Role of Market Intelligence

Everything you always wanted to know about Organon products & our market situation

- Assess information needs of our internal customers
- Plan secondary and primary market research projects for the coming years to obtain this information (Global Market Intelligence Plan - GMIP)
- GMP updates
- Manage planned research projects based on agreed Terms of Reference (TOR)
- Translate research findings into clear and actionable recommendations

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Role of Competitive Intelligence

Everything you always wanted to know about your environment (competition, authorities, etc.)

- Assessments of competitive products, companies, technologies, therapeutic areas, people (e.g. regulatory, KOL's and provide future competitive landscapes

- Development of management tools like war gaming, scenario planning and risk management.

- Business Intelligence Systems: Pipeline overviews, Financial and Company reports, PharmaView, SalesBase

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Intelligence output

PRODUCTS

COMPANIES

PEOPLE

THERAPEUTIC & SCIENTIFIC AREAS

TECHNOLOGIES

SOURCES

PHARMA GENERAL

FUTURE

**Global Business
Intelligence Center**

Business Analyst

- Support market and competitive intelligence

- Execute desk research for ad-hoc and routine reporting

- Build and maintain BI applications for routine and ad-hoc reporting to broad and diverse customer groups

    - Therapeutic Area news by specialism
    - Therapeutic Area and consolidated sales
    - R&D pipeline analysis
    - Company and financial data analysis
    - Others (Prescription, Promotion…   .)

Multi disciplinary teams

- Extended Analysis teams for all therapeutic areas with input from:

    – Market intelligence

    – Competitive intelligence

    – Patent portfolio

    – Clinical trial information

    – Medical & product information

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Dank u voor uw aandacht

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