

Amgen's Customer and Marketing Data Warehouse Helps to Make Better Decisions

AMGEN Amgen is a leading human therapeutics company in the biotechnology industry. For 25 years, the company has tapped the power of scientific discovery and innovation to dramatically improve people's lives.

Business Challenge

Amgen pioneered the development of novel products based on advances in recombinant DNA and molecular biology and launched the biotechnology industry's first blockbuster medicines. Today, as a Fortune 500 company serving millions of patients, Amgen continues to be an entrepreneurial, science-driven enterprise dedicated to helping people fight serious illness.

Over the past quarter century, Amgen has pioneered the methods by which human proteins that play a role in disease processes are identified, isolated, produced in quantity and used as therapeutics. Today, Amgen has research programs in inflammation, metabolic disorders and osteoporosis, neurology, oncology and haematology.

With expertise in proteins, small molecules, antibodies, peptibodies, and nucleic acids, Amgen's scientists can pursue the study of disease, choose the best target for a disease and then use the modality most likely to have an effect on that target. This approach positions Amgen as one of the only companies with capabilities across a range of modalities.



Mastering the tools of therapeutic development, as they emerge, is crucial to Amgen's ongoing success. Accordingly, the company has invested at least 20 percent of product sales in research and development each year since 1994 – a total of approximately \$2.0 billion in 2004.

The Solution

Amgen UK's sales and marketing department contacted Acuma for help in solving the following business issues:

- A growing need for different kinds of information in order to make informed decisions about the business

- An increasing focus on customer activity and requirements and the need to monitor and improve the return on investment
- The need to integrate information from a variety of different sources
- Avoidance of the re-keying of information into applications such as spreadsheets in order to achieve the required reporting formats
- The inability to get a single coherent view of a customer across all areas of the business.

In response to these issues Acuma worked with Amgen to produce a Customer Demand and MarketShare data warehouse that integrated data from:

- Internal systems, such as JD Edwards and Siebel
- Data from distributors systems
- External market analysis data
- Forecasts and projections.

The data warehouse has an Oracle database at the back-end, Extract Transformation and Loading (ETL) build routines using Ascential DataStage, and the Cognos Business Intelligence tools are used to facilitate reporting and trend analysis.

Business Benefits

Using the data warehouse Amgen UK are now able to answer critical business questions such as:

- What is Amgen's market share overall and by sales territory?
- Customer sales - how are they growing or declining?
- Which customers account for the top 80% sales?
- How many different customers purchased in a given year?
- How are sales faring against annual budgets, and monthly forecasts?
- How accurate are the monthly forecasts?
- How much does a hospital have to do to reach its target for the year?