QlikView

MOBILE BUSINESS INTELLIGENCE AND LIFE SCIENCES

Four Considerations for Success

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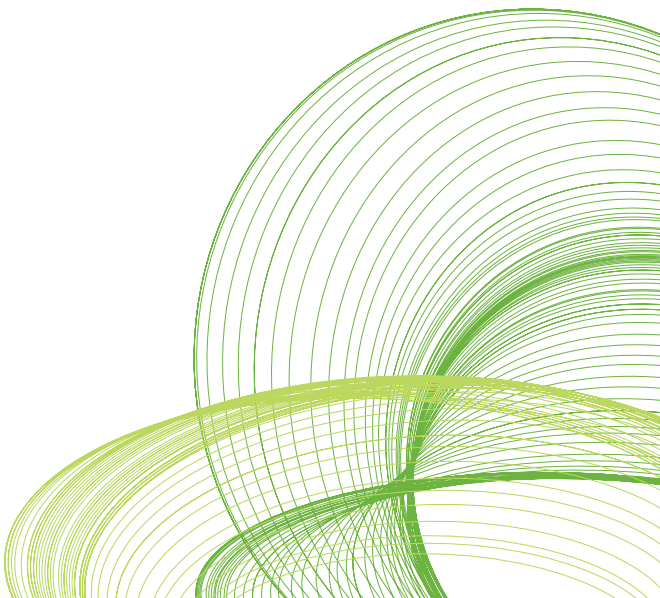

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Executive Overview: Real-Time Data and the Mobile Workforce

For pharmaceutical, biotech, and other life sciences companies, change is the new normal. Changes in regulations and in the globalized marketplace are forcing you to compete and connect in new ways. The challenge is clear – how do you drive continuous innovation and sustainable growth in today's rapidly changing market? For many life sciences companies, the answer lies in always having the right information at the right time. And in today's on-the-go business world, this means delivering that information to the mobile devices your people use to do their jobs every day.

Call it mobile business intelligence (BI) – and its changing the life sciences industry in dramatic ways. Your sales reps, for example, need instant mobile access to critical data and insight in order to answer physician questions when the rare opportunities for face-to-face meetings arise. Your medical science liaisons (MSLs) need similar access when working with these same physicians to dig into the data and explain the science behind your offerings. R&D teams in the lab, clinical trial teams coordinating with trial partners, distribution teams walking the warehouse floor, and executive teams traveling the world – all need mobile access to the data and insights that keep your business moving. This can eliminate delays in decision-making, speed up innovation and sales cycles, and help your people discover new ways to reduce costs and create new revenue streams.

Unfortunately, too many life science companies are behind the curve when it comes to empowering their workforce with mobile access to business intelligence. While the customer base – physicians themselves – is among the leading adopters of mobile technology in general, life science companies are struggling to catch up. The good news is that implementing mobile BI doesn't necessarily require costly change management and data conversion efforts. This paper explores four of the most critical considerations you'll want to think about for delivering mobile BI to your workforce. These include the following:

1. **Mobile BI should be manageable –** Ensure that your mobile BI solution does not require a lot of IT support in terms of maintaining multiple versions of data or data structures and does not require IT staff to spend time building reports for end users. Mobile apps should also be simple to build and deployable one across multiple device platforms.
2. **Mobile BI should empower and impress users –** Rapid user adoption needs to be encouraged across your entire workforce. Everyone should be able to access relevant, timely BI and ask questions that are relevant to them – without a lot of training or device setup. Mobile user interfaces should be easy to use and entirely self-service, as well as visually rich and appealing. Mobile BI needs to go beyond pre-formatted charts and graphs to actually help business users make new business discoveries – so sales reps and MSLs, for example, can have more insightful interactions with physicians.

3. **Mobile BI should be collaborative –** Everyone in your business network – your sales and marketing teams, R&D partners, suppliers, and regulators – should be able to connect with each other from different locations using different devices. Globally-deployed teams should also be able to collaborate on the same project across time zones to maximize productivity. In addition, your workforce needs access to timely BI and reporting even when mobile service is offline. This is important for sales reps, MSLs, and executives, who are often in disconnected settings (hospitals, airplanes, etc.) but still need to access critical information to do their jobs.
4. **Mobile BI should be pervasive, scalable, and enterprise-ready –** Getting individuals and departments across the company up and running with your mobile BI solution should be a fast and painless process. It should be easy to bring on new departments as they realize the benefits BI on the go. The solution should also grow with you company and remain relevant and effective even as your BI infrastructure continues to evolve. And because security is always a top concern for mobile solutions, your security model should be strong and straightforward as well.

The Mobile Revolution: Brought to You by Your Employees

It's no secret that the overall consumer media environment has changed dramatically in recent years. Where once television, radio, and newspapers dominated the scene, now online content claims a bigger and bigger piece of the pie. According to Digitas Health, 74% of all adults were online in 2010. Even before that, 93% of younger people were already online – which means we can expect overall numbers to only increase moving forward.

More recently, widespread adoption of mobile devices in the consumer market has made the media consumption environment even more fluid. In fact, Forrester expects U.S. tablet sales to "grow from 10.3 million in 2010 to 44 million in 2015. The result will be that tablet sales will eclipse laptop sales by roughly 5 million units in 2015."

Increasingly comfortable with these devices, many consumers seek to use them in their work lives. This has led to a BYOD (bring your own device) explosion to the point where today 82% of tablet owners use their tablets for work. In response, IT departments are scrambling to catch up with a coherent approach to supporting these devices and ensuring the security required by businesses.

Complicating matters for IT is the fact that mobile workers want more than email and personal management tools (calendars, scheduling) from their devices. Increasingly, they want the same level of BI capabilities on their mobile devices as they get from their desktops. According to a survey conducted by analyst Howard Dresner, formerly with Gartner, "a majority of respondents (75%) indicated that between 21% - 81% or more of users will use Business Intelligence exclusively through mobile devices within the next two years." All of this raises the bar dramatically on companies that want to mobilize their enterprise computing environments.

WHAT DOES THIS MEAN FOR THE LIFE SCIENCES INDUSTRY?

For a host of reasons having to do with process complexity and regulatory hurdles, the life sciences industry has been relatively late to the table on enterprise mobility trends in general. Meanwhile, the customer base for the life sciences industry – namely physicians – is blazing the path forward. While physicians may have a reputation as internet laggards, the facts tell a different story. In almost every significant category – from texting and reading blogs to listening to podcast and watching video clips – doctors actually outpaced consumers in the general population on the adoption curve.

This is particularly true when it comes to mobile technology. Today, more than 3 quarters of physicians own a smartphone and adoption increased 140% between 2001 and 2010. Recently graduated medical school students will only drive the numbers upward. According to Digitas Health, 97% of graduates use a smartphone and 42% plan on purchasing a new device within the next year. Tablet usage is up, too. As of 2011, 30% of physicians owned an iPad and 28% planned to purchase one soon.

All of this points to a dramatic shift in the way physicians get their information – a shift that is turning the relationship between you and your customers on its head. Where once physicians may have depended on your sales reps for critical information about the therapies you offer, today they are far more comfortable getting the information directly from the Internet.

REAL-WORLD KNOWLEDGE BASES ARE THE NEW SAMPLES

A decreased reliance on sales reps on the part of physicians means that the time has come to rethink how you approach your customer base. Gone are the days of dropping off samples and building relationships based on well-funded expense accounts. In its place, is a new emphasis on customer service. When sales reps do in fact get a chance to speak with physicians, they have to do better than physicians can do with their own online research. In other words, they have to demonstrate an ability to deliver quick, science-based answers to the questions physicians have about the efficacy of your offerings and how they lead to better patient outcomes. The extent to which your sales reps can deliver these answers is fair measure of how effectively your sales team delivers service to your customers.

According to this model, knowledge and insight is king, and your sales reps need constant access to this knowledge and insight wherever they are. This means it's time for you and other life sciences firms to catch up to your customer base by fully mobilizing your sales people and empowering them with ubiquitous access to enterprise data and insight on a moment's notice.

NOT JUST FOR SALES

For life sciences companies, the advantages of mobile BI are not exclusively limited to the sales function. Other lines of business stand to benefit as well. Increasingly, scientists want the flexibility of access to information on their smartphones and tablets as they move around the lab – whether they're doing development work or coordinating with clinical research organizations (CROs) and other partners during the clinical trial process.

A similar need exists for manufacturing and distribution. As your people move around the plant floor or the warehouse, the information they depend on to do their jobs effectively should move with them. And what about your executive leadership? Wouldn't your top decision-makers find it beneficial to access key performance indicators (KPIs) and other critical information about the real-time status of your business – whether they're at the office, on an airplane, or on the other side of the world?

Clearly the need for enterprise mobility and mobile BI in particular exists within the life sciences industry. A case can be made that the need is even greater than in other industries – because in life sciences, so much is driven by information and insight. Beyond mobile basics, the real value for the life sciences industry is in mobile access to data discovery – the next generation of BI that provides business users with not just reporting, but the ability to ask any questions they want in an interactive manner. This means that life sciences companies need a way to get sophisticated quickly with how they deliver mobile BI to workers everywhere. Below, we explore some of the issues you may want to consider before diving in.

Mobile BI Should be Manageable

THE LOW-MAINTENANCE IMPERATIVE FOR IT

The good news is that bringing mobile BI to your workforce does not have to be expensive or time consuming. It's all about having a clear understanding of what you need your mobile BI to achieve, choosing the right solutions to get you there, and executing on a solid implementation plan. Every decision you make throughout the process should take into account one key consideration – is it manageable?

For example, is your mobile BI solution simple to maintain? How about data conversion – as in how much do you have to change your existing BI data models to support mobile BI? If IT must spend time maintaining multiple versions of data or data structures, or if it has to constantly build reports for business users, then the solution is not manageable. And it's probably not the best choice for life sciences companies who already have well-established and highly-complex data structures.

This is why you must ensure that your mobile solution doesn't require that kind of support – that it can integrate quickly and simply into your existing IT and information infrastructure. And of course, any solution you choose has to be simple for your business users – so simple in fact that there is no difference in information, usability, or even look and feel between your on-premise enterprise solution and your mobile solution.

INSIGHT ACROSS MULTIPLE PLATFORMS

When your sales reps and MSLs get face-time with a physician or key opinion leader (KOL), they need access to reliable information on their iPad in real time. Otherwise, they can't make the best clinical case for your therapies. And with constant developments in your clinical trials and drug therapies in general, arming your sales teams with solid data on what your therapies offer can deliver even more sales.

This is why it's important to deliver insight to your sales team – and to all other teams as well – regardless of the device they're using. To help you execute on this objective, your app development platform should support "build once, deploy many" capabilities, which makes it easier for your IT group to support multiple device platforms (iOS, Android, Blackberry, etc.). In a BYOD world, the last thing you want is for your workers to miss out on critical business insights because they're using an unsupported device.

Mobile BI Should Empower and Impress Users

AN INTUITIVE, VISUALLY-APPEALING USER EXPERIENCE

Rapid user adoption across your life science company must be a key objective in your mobile BI strategy. This means that everyone from your sales reps to your distribution agents can access relevant, timely BI without a lot of training or device setup. It also means a user experience that's not only easy to use and entirely self-service, but visually rich and appealing.

This involves more than just smooth scrolling, colorful and touchable graphical elements, and optimized screen usage. It's also about delivering the right content and capabilities to make your mobile apps an indispensible tool for your workforce. This is critically important when deploying mobile apps to your first team or department. If the apps are up and running quickly, and users are finding them helpful and enjoyable to use - then other teams and departments will want in.

BUSINESS DISCOVERY FOR THE WORKFORCE, BY THE WORKFORCE

Delivering visually rich reports and charts to your mobile-empowered workforce is, of course, a critical requirement for an effective mobile BI strategy. But sales teams are most effective when they're out meeting with doctors and clinicians. R&D, manufacturing, and other teams are most effective when connecting and collaborating with each other around the world. This is why life science companies need to go beyond just delivering graphs charts and graphs.

What business users want out of mobile BI is the ability to answer unpredictable questions on the spot. Let's say a physician wonders whether or not one of your therapies can work for a specific patient demographic under particular conditions – a scenario that your sales rep may not have considered before. With mobile data discovery capabilities, your sales rep can address any physician concerns immediately. Your sales rep can also drill down with follow-up questions to uncover drivers and trends that may help further the conversation and win the physician over with hard facts and solid data.

CONNECTING TO DATA – EVEN WHEN YOUR MOBILE DEVICES CAN'T

Sometimes, workers need access to timely BI and reporting even when their tablet isn't connected to service. In different hospital and clinical settings, as well as in airplanes, mobile connectivity is either banned or out of range. For sales reps, MSLs, and executives, who still need to close a sale or make an important presentation, offline access to the information they need is crucial. Information available offline should not only be limited to specific reports and presentations, it should also include the underlying data sets on which the report is based, so reps can provide customers with additional insight and analysis that continues the discussion.

Mobile BI Should be Collaborative

CAPABILITIES FOR WORKING MORE EFFECTIVELY IN THE LIFE SCIENCES INDUSTRY

For today's highly deployed pharmaceutical companies, business agility is more important than ever. Competition is fierce and globalized, and new regulations are transforming the industry – including The Physician Payment Sunshine Act. These regulations not only impact how your sales force interacts with physicians and other customers, it also requires much tighter coordination across other teams in the company as well as external partners.

Your mobile BI solution should make it possible not only to access insight but to share it with for everyone in your business network – your sales and marketing teams, R&D partners, suppliers, and regulators. Regardless of the devices used, teams should be able to collaborate on everything – whether it's developing new campaigns, analyzing clinical trial data, or planning productions schedules.

THE FLEXIBILITY TO COLLABORATE ACROSS TIME ZONES

Real-time information access using mobile devices is critically important to support workforce collaboration. But with the globalized nature of a life science company, mobile BI must also support the ability to collaborate asynchronously, or at different times across different time zones. This will enable planning and coordination to literally follow the sun and accommodate each participant's schedule.

Mobile BI Should be Pervasive, Scalable, and Enterprise-Ready

BRINGING THE ENTIRE ENTERPRISE TOGETHER

For today's life sciences industry, knowledge isn't just power, its profit. Growing sales means getting the most timely and relevant knowledge out to your reps and MSLs who can then quickly get it out to customers, KOLs, and the public. And to develop the next generation of drug therapies, most pharmaceutical and biotech firms must co-innovate and co-manufacture therapies with external partners. These critical relationships require constant exchanges of knowledge and coordination of effort.

That's why a mobile BI solution for a life sciences company has to be highly scalable. Departments and teams across the company should be able to quickly and easily take advantage of the solution. If one group is using the solution, it should not require a major IT implementation project to bring other group online and up to speed. Rather than the traditional design, build, run model for enterprise software, the model should replicate that of the mobile app revolution: just download the app and get to work. Intuitive design and an architecture that replicates enterprise data for mobile devices will help users get up to speed quickly.

THE ABILITY TO GROW AS YOU GROW

In a similar vein, your mobile BI solution should scale upward as your company grows — whether it's organic growth or through acquisition. Whether you add a new partner, a new business, or a newly acquired company, your solution needs to extend easily to new populations and organizational entities on demand. It should also be adaptable to changes in your BI infrastructure – so even as IT deploys new technology and innovation, your enterprise solution remains relevant and effective.

THE SECURITY YOU NEED AT THE ENTERPRISE LEVEL

For any kind of mobile solution, security is top of mind for IT and the executive leadership alike. If your solution lacks a straightforward approach to securing your data in a mobile context, then you may want to seriously consider alternatives – because you cannot afford to have your critical data compromised or accessed without permission. Mobile security, of course, is a multi-dimensional technical area that includes device security, transmission security, and authentication and authorization. Be sure that whatever mobile BI solution you choose covers all of these areas.

Conclusion: The Pressure is on to Contain Costs and Execute Fast

Time is money. Any delays in clinical trials, production schedules, or sales inquiries can cost a pharmaceutical company millions - even billions. This is why it's critical that everyone in your workforce has access to the timely data and analysis they need to make informed, objective decisions right away. But to get there, your mobile BI solution needs to go beyond supporting sales and marketing effectiveness; it must also support clinical and operational excellence and help everyone discover new ways to maximize profit and productivity.

This means clinicians and CRAs have the latest clinical data with them as they move from trial site to trial site, so they can have productive conversations and eliminate any potential delays in delivering clinical trial results. It also means that plant managers can move from manufacturing site to manufacturing site to check on resource allocation, staff levels, and verify production schedules. They can make decisions and move resources right from the production floor to improve up-time performance and better align production with demand.

With the right mobility solution and implementation approach, complete mobile BI can help your workforce eliminate delays in decision-making and bottlenecks in your processes. In the end, everyone in your company can play a more direct role in accelerating innovation and growing revenue.

FIND OUT MORE

To learn more about mobile BI and business discovery for life sciences visit http://www.qlikview.com/lifesciences