

*Narrator:* Welcome to an IBM Cognos Express Midsize Business Analytics Success Story video. In this video, IBM and Aaxis, an IBM Premier Business Partner, speak to Clément Vanthourhout with Quintiles Belgium, who recently implemented IBM Cognos Express.

*C. Vanthourhout:* Well, my name is Clément Vanthourhout, working at Quintiles Belgium as a business controller in finance. About Quintiles Belgium, while operating in Belgium since 1993, Quintiles Belgium provides access to clinical, commercial, and consulting experience, thanks to the excellent links with important research centers and networks throughout Belgium, in a wide range of therapeutic areas. We have vast experience in performing clinical drug and medical device trials, and commercialization activities on local and international scales.

*Narrator:* Clément explains why Quintiles was looking for a new business analytic solution.

*C. Vanthourhout:* In a nutshell, over the last year, it became essential for us to dive more deeply in our financial data, such as margin analysis by project, by customer, by region, by type of services, et cetera; but also, controlling reports and automated dashboards. At the same times, we felt the need to be able to forecast more frequently and precisely. We had limited budget and internal resources for this project. Well, we were using only Excel spreadsheets. So, we were facing the common Excel issues, namely the hyperlinks between sheets, and the super never-ending formulas.

*Narrator:* Clément now explains what Quintiles was hoping to get from IBM Cognos Express.

*C. Vanthourhout:* We were consequently looking for the power of a database without losing the flexibility of Excel spreadsheets. Our objective was to build an application that could achieve, collectively, a better understanding of data, and that could make better predictions of business operations in order to take better business decisions. On the other hand, it was important and urgent that finance could allocate its time to real business support instead of manual data mining.

*Narrator:* The IBM Cognos Express implementation provides Quintiles with IT and business benefits. Let's hear more.

*C. Vanthourhout:* Well, first, the protection; the application is password protected, and our data is better stored. Secondly, the security; the data is

directly stored on a secure remote server. Thirdly, the speed; indeed, calculation and consolidation are made on the fly. And finally, the user friendly features; it's easy to maintain cubes, dimension, and processes according to the new business needs, and in most cases, we don't rely on external resources. Well, we have now in place customized application that fits our real business environment. We provide speedy, easily, and better predictability to the management. We have multidimensional visions on the business, and we apply fast revenue and cost controls, and finally, we feed automated dashboards. It has saved cost through the higher productivity and the time saving. So, I can quantify that we saved one to two days per month, at least for one FTE. It's really improved the end user support and satisfaction, so that's 100 percent.

*Narrator:* Clément goes on to talk about Quintiles positive relationship with Aaxis.

*C. Vanthourhout:* Well, you know, we were looking for a real ally that could help our controlling department in the implementation, but also the customization and knowledge transfer of Cognos Express. This was reflected as from the first service proposal, and it has been also the reality on the field. Yes, of course, they are a trusted advisor. You know, you can dream of an ideal solution in an ideal world, but it's never the case. Aaxis made sure throughout the whole project that our cubes and processes remained user friendly and simple, even if they were based on complex calculations.

*Narrator:* Finally, Clément indicates Quintiles' future plans with Aaxis and IBM Cognos Express.

*C. Vanthourhout:* Well, I see consolidation and fine tuning for Belgium and the Netherlands, also a reload and a go live very soon in Germany. For other entities of the group, they will be looking and evaluating our application which could lead to a worldwide deployment.

*Narrator:* That wraps up today's video. Thank you to Clément Vanthourhout, Quintiles, and Aaxis, an IBM Premier Business Partner.

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