Mölnlycke Health Care

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Roderik Mooren, IT Director, Mölnlycke Health Care

Mölnlycke Health Care is one of the world's leading providers of single-use surgical and wound care products and services to the healthcare sector. Mölnlycke Health Care started operations as an independent company in 1998 and was acquired from Apax Partners by Investor in January 2007. A global company with headquarters in Gothenburg, Sweden, Mölnlycke has 5,500 employees in 24 offices around the world including plants in Belgium, Czech Republic, Finland, Malaysia, Thailand, and the UK.

Since its inception, Mölnlycke has grown through a series of mergers and acquisitions. As a result, the healthcare company has inherited a number of legacy systems and BI solutions. Underscoring its dedication to progress, efficiency, and providing superior products and services, Mölnlycke decided to standardize on one BI solution. This centralized approach would provide employees with easy, real-time access to consistent information. The organization selected Cognos 8 BI to provide employees with a single version of the truth by combining data from its SAP and non-SAP systems across the enterprise.

Challenges faced

Mölnlycke was simultaneously using five reporting solutions worldwide. These included Cognos ReportNet and Cognos PowerPlay, SAP Business Explorer, Business Objects Crystal Reports, and QlikTech QlikView. The company also used Microsoft Excel and Microsoft Access for various types of reporting.

"We needed to standardize on one BI solution to provide users with a common truth, the same numbers, and high-quality management information," explains Roderik Mooren, IT Director, Mölnlycke Health Care.

Industry:
• Healthcare

Geography:
• Europe, North America, Asia-Pacific

Information Needs:
• Ease-of-use
• Seamless integration across multiple data sources
• Tight integration with SAP
• Robust functionality, including self-service capabilities
• High performance

Platforms:
• Sun Microsystems Solaris
• SAP BW
• SAP R/3
• Microsoft SQL 2000 Server
• Oracle Database

Users: 200

Functional Areas of Deployment:
• Sales
• Logistical Analysis

Solutions:
• Cognos 8 BI
• A Business Intelligence Competency Center (BICC)
• Cognos Support

Benefits:
• Better decision-making due to single version of the truth
• Quick and easy access to real-time information
• Standardized reporting
• Reporting efficiencies resulting from self-service capabilities
• Tight integration with SAP and Oracle

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Equally important, Mölnlycke needed to provide an additional 350 employees access to a BI solution. "Without the ability to use BI in many of their business processes, employees were basically working in the dark," notes Mooren.

Strategy followed

Mölnlycke considered BI solutions from Cognos, SAP, and QlikTech, the business and IT groups working together to make a joint decision. The company evaluated solutions based on user-friendliness, rapid business support, cost, and technical capabilities such as seamless integration across multiple data sources, performance, and self-service.

Another influencing factor was passing a rigorous proof-of-concept. "It was really important to use all the SAP data," stresses Mooren. "Being able to see the tight integration between Cognos and our SAP BW data warehouse firsthand was really helpful in the decision-making process."

Mölnlycke selected Cognos 8 BI because it provided the best value overall. "With Cognos, one tool fits all users," states Mooren.

The key advantages of Cognos 8 BI compared to SAP Business Explorer were its user-friendly interface, drag-and-drop functionality, and improved performance for end-users. Other considerations included the integration between the Cognos Web and analyzer tools, and the high-quality printing and formatting functionality in Cognos 8 BI, neither of which SAP offered.

Mölnlycke went live with Cognos 8 BI in August 2006 and expects to complete its migration by the end of the year. To process its 720,000 transactions per month, Mölnlycke relies primarily on Oracle databases. Reporting data is then accessed through its SAP BW data warehouse. Mölnlycke also recently added a new Microsoft SQL 2000 server to handle less-structured, third-party data.

To help set up its new system, Mölnlycke tapped a Cognos partner. "Advectas was able to get us up to speed quickly with its in-depth knowledge and experience in integrating Cognos 8 BI and SAP BW," explains Mooren.

Along with working with Advectas, Mölnlycke benefited from guidance from Cognos Support and from its ongoing relationship with its Cognos sales representative. "When we

have an issue, we feel confident that we will get a quick resolution from Cognos Support," says Mooren. "We also have good contacts at the Cognos sales office."

Since going live with Cognos 8 BI, Mölnlycke has standardized on Cognos for all of its reporting and business intelligence needs. The company already has 200 users and anticipates ending the year with more than 700.

In order to take advantage of its new Cognos 8 BI solution fully, Mölnlycke is in the process of establishing a Business Intelligence Competency Center (BICC). Considered a strategic initiative, the company's BICC will be responsible for managing all standard and ad hoc report requests.

Most recently, Mölnlycke implemented the solution for sales analysis in its finance and marketing user group, for in-market sales in Finland, Sweden, and the UK, and for logistics reporting in Europe. Mölnlycke is also in the midst of implementing its sales and operational planning information globally.

Moving forward, Mölnlycke plans to use Cognos 8 BI for analysis of its vendor-managed inventory. In addition, the company plans to tap the Cognos solution to gain additional information on its in-market sales by loading third-party data for its distributor sales and other external sales figures.

Another initiative that Mölnlycke expects to tackle this year includes moving data into Cognos 8 BI from its Oracle Hyperion Consolidation and Reporting Solution, which is currently published in Microsoft Excel spreadsheets. Additionally, the company will begin pushing out Cognos reports to its senior management team based on this data. A geographical expansion is also under way, to focus more effort on market share information and rolling it out to the larger global organization.

Mölnlycke also plans to continue investing in its network. It will build on the tight integration between Cognos and SAP NetWeaver when it moves from SAP BW to its new platform in 2008.

Benefits realized

Since deploying and standardizing on Cognos, Mölnlycke has experienced large savings in both its sales efficiency and sales analysis processes. "People spent a lot of time behind

their desks trying to analyze numbers, and taking them into Excel and comparing them. Now, we are able to improve the business without increasing the task, both in inventory reporting and sales analysis," states Mooren. "This means we have more feet on the street and we can conduct our business without increasing headcount."

In addition to standardizing its reporting process, the company has provided users with a complete and consistent view of its business, easy access to real-time information, and an increase in efficiency. Both the sales and logistical analysis departments can now create detailed reports in minimal time with increased accuracy.

In addition, the Cognos 8 BI self-service capabilities have allowed Mölnlycke to significantly reduce report preparation time by the company's IT department. Users can now generate their own reports quickly and simply, and use this information to do their jobs most effectively. "Self–service has been key for us because we need to be able to respond rapidly to business needs," stresses Mooren.

"The success of our BI strategy is based on sailing on SAP BW and driving performance with Cognos 8 BI," emphasizes Mooren. "With the tight integration between SAP and Cognos, we have been able to consolidate all the information from our offices worldwide, and for the first time, provide users with a single version of the truth. As a result, we have increased overall insight into the organization, enabling management to make more informed decisions."

Mooren sums up their Cognos experience, "It's been a good journey. In addition to forging a strong partnership with Cognos, we've also achieved remarkable ROI through the improved analysis and increased efficiency in our sales force. As for user adoption, our users are enamored with it. The more they see it, the more they love it."

About Cognos

Cognos, the world leader in business intelligence and performance management solutions, provides world-class enterprise planning and BI software and services to help companies plan, understand and manage financial and operational performance.

Cognos brings together technology, analytical applications, best practices, and a broad network of partners to give customers a complete performance system. The Cognos performance system is an open and adaptive solution that leverages an organization's ERP, packaged applications, and database investments. It gives customers the ability to answer the questions — How are we doing? Why are we on or off track? What should we do about it? — and enables them to understand and monitor current performance while planning future business strategies.

Cognos serves more than 23,000 customers in more than 135 countries, and its top 100 enterprise customers consistently outperform market indexes. Cognos performance management solutions and services are also available from more than 3,000 worldwide partners and resellers. For more information, visit the Cognos Web site at **http://www.cognos.com**.

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(11/07)