

Hyperion Focus 16

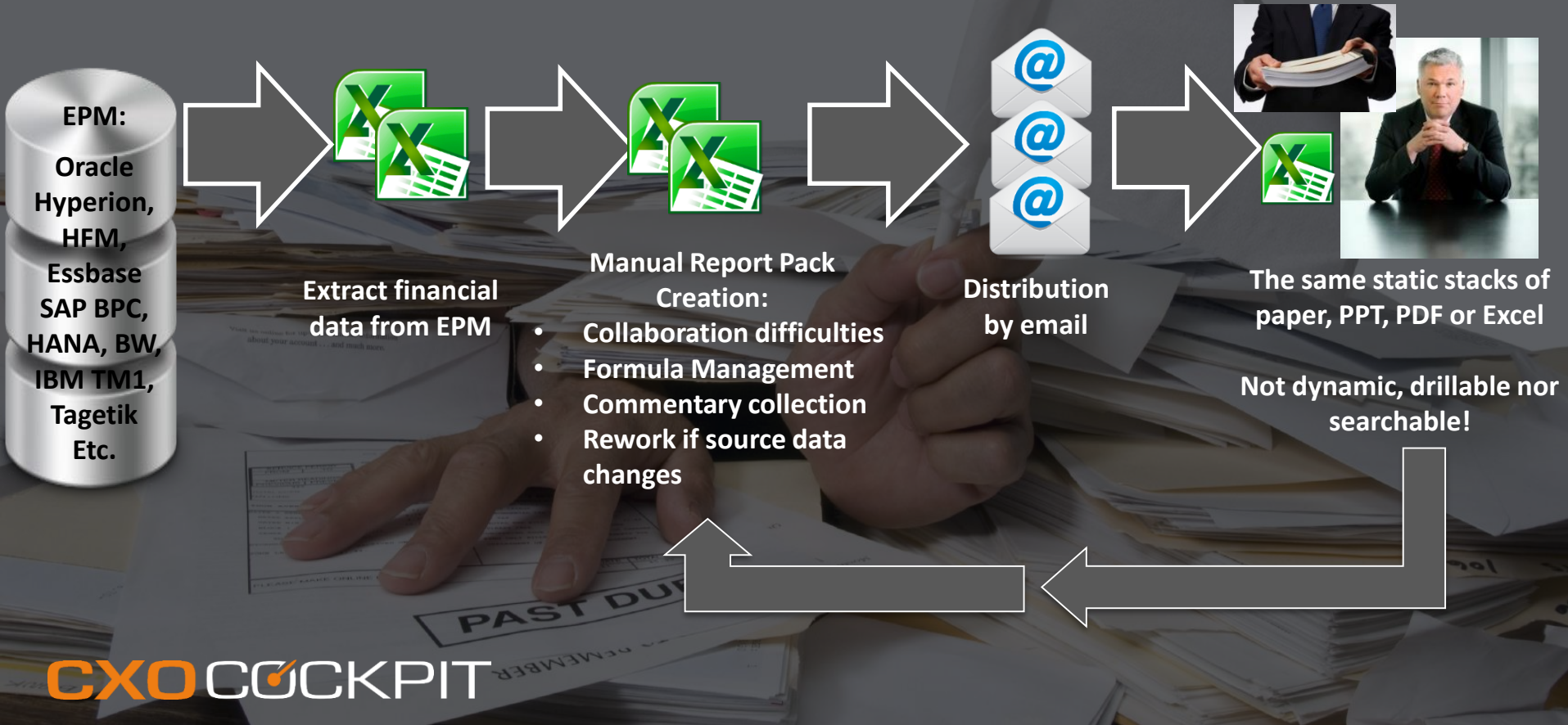
Shire PLC Drives Finance Transformation by introducing a Centrally Governed Reporting Solution

by Amit Potdar, Shire PLC

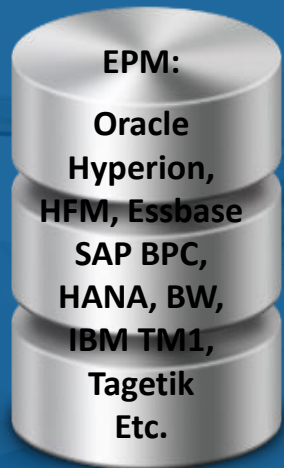
&

Alfonso Colannino, CXO-Cockpit

The Current Excel Based Financial Reporting Process



The Future: **CXO-Cockpit** Financial Reporting Process



Value and Benefits of **CXO-Cockpit**:

- **Automation** the Reporting Process
- **Elimination** of Human Errors
- **Commentary** Collection Workflow
- Secure **Self-Service** Report Distribution
- Dynamic, **Drill Down** Analysis

CXO-Cockpit: Live Demo





Shire PLC Drives Finance Transformation by Introducing a Centrally Governed Reporting Product

Hyperion Focus '16

20th Oct 2016

11:15am

Amit Potdar

Transforming Reporting Processes

Introduction & Session Content

- Overview of Shire plc
- Shire Systems Landscape
- Shire Reporting Before CXO Cockpit
- Initial Implementation of CXO Cockpit – first attempt
- Implementation re-visited – Second attempt
- Present Situation and the Future



Amit Potdar
Hyperion System Integration Specialist
apotdar-c@shire.com

my **LinkedIn** profile

Shire Plc

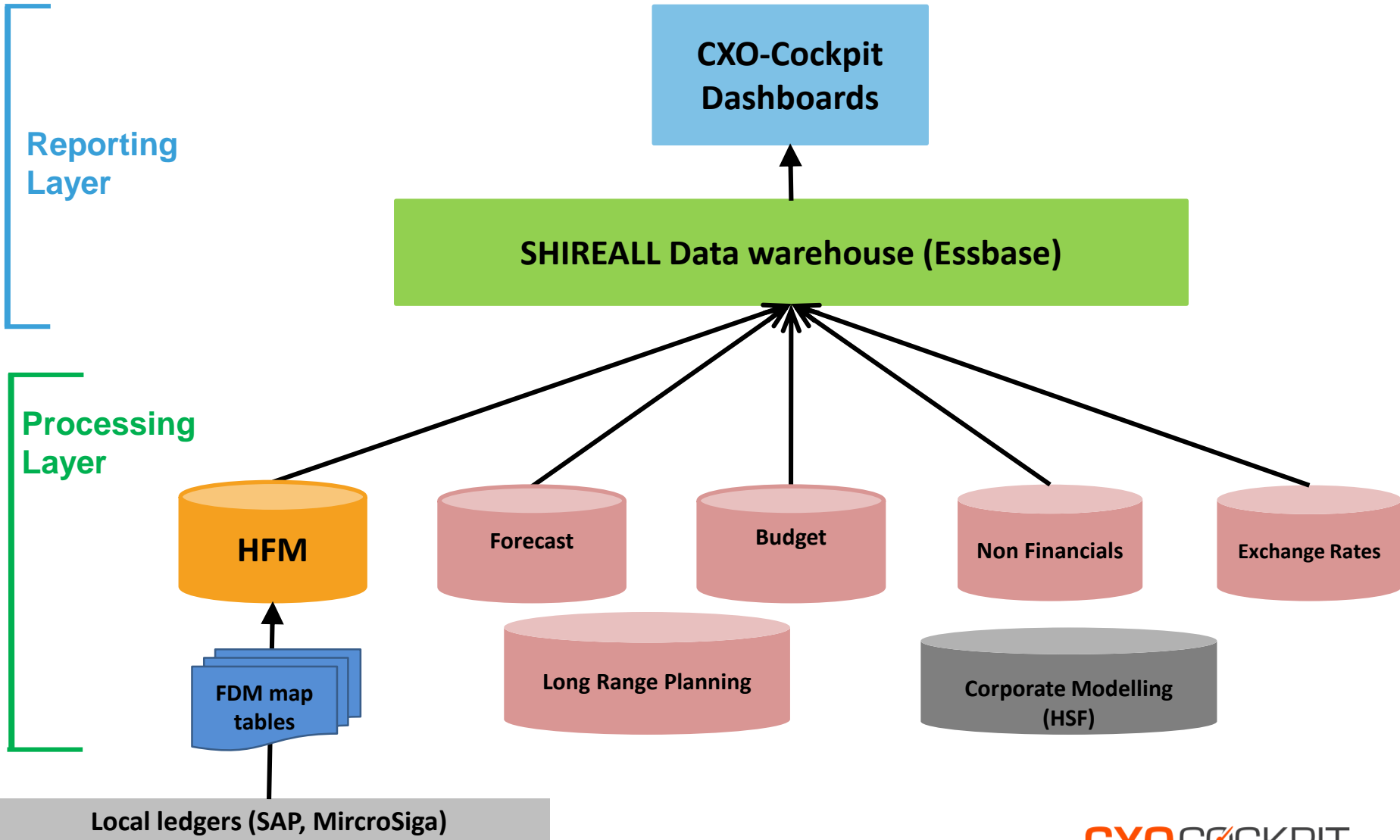
Our history

- Founded in 1986 in Andover with a small range of treatments for osteoporosis
- Embarked on a series of strategic acquisitions in 1992 and have remained acquisitive ever since
- A global business listed on LSE and NASDAQ. 2015 Total Revenue \$6.41bn (+11% YoY). Over 22,000+ employees, 60+ countries
- Major operations in US, UK and Switzerland with a network of offices and distributions channels world-wide

Our business

- 6 business units
 - Neuroscience (ADHD)
 - Rare Diseases (HAE & LSD)
 - Gastro-intestinal (UC) & Internal Medicine (late stages of product lifecycle, minimal promotion)
 - Hematology (Advate, Adynovate, Feiba, Hemofil M, Obizur, Recombinate, Rixubis)
 - Immunology (Aralast, Buminat, Ceprotin, Flexbumin, Glassia, Hyqvia, Gammagard/Kiovig)
 - Oncology (Oncaspar)
- 2 strategic priorities
 - **Drive optimum performance of our existing products**
 - **Building our pipeline through R&D and acquisition**

IT System Landscape



Reporting Need

- 30% of FP&A and Regional FBP's time involved in non-value adding report production and presentation
- Monthly reports, standard format.....**Limited time for providing commentary and analysis**

We wanted to increase the time available for adding value through analysis and commentary by automating report preparation

Requirements

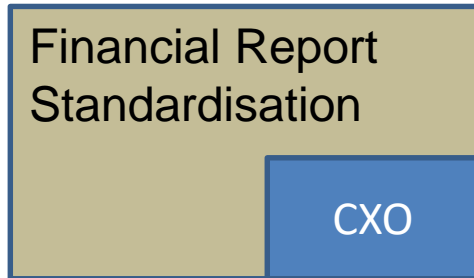
- High quality, 'ready for end user' formatting
- Comprehensive charting and tabular presentational features
- Ability to present and store commentary according to the point of view within the dashboard
- Interactivity: Drilling, ability to refine selection options
- iPad ready
- Minimal maintenance – automatic metadata updates
- Granular security control
- 'Wizard' based dashboard creation
- Ability to work with more than one of our Hyperion data sources as a minimum. Ideally able to work with non-Hyperion sources

Proof of Concept

- Sceptical of claim to be able to produce 30+ dashboards in 3 days ... actually done in 2!
- This possible if HFM is the primary data source. HFM tends to be configured in a fairly standard way allowing CXO to import pre-built dashboards to best demonstrate the tool's capabilities.
- Eventually decided to make Essbase our primary source but the HFM based dashboards provided a great basis to demonstrate and 'sell' the system internally

Immediately clear was that we were getting something greater than the ability to produce static, good looking dashboards....

Implementation – First Attempt...



- CXO part of larger project to standardise reporting
- Many stakeholders (4 BU's, 5 Functions)
- Corporate reorganisation just completed. Role definition on going
- Approach was to produce library of standard reports to be delivered in CXO
- Project agreed on 200! Reports.

We created 200 reports in CXO that met specification...**but they have never been used...**

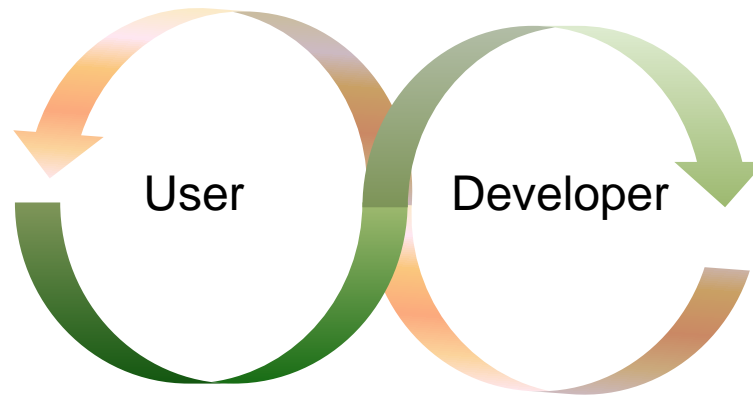
- Underlying messages obscured by too many reports
- Interactive features were applied poorly
- Making commentary a success needed more than just a feature to capture comments...it needed a whole new process
- Encountered resistance to change. Some saw CXO as a gimmick and yet another promise of game-changing IT

Yet...some more progressive stakeholders could see the untapped potential in CXO and supported taking a fresh approach to implementing it...

Implementation – Second Attempt...

Adopted a collaborative, iterative approach to design....

Focused on the more progressive, yet influential stakeholder groups...



Users:

- Identified underlying messages, drivers and KPIs instead of stipulating final design
- Key users trained in CXO design
- Implemented the necessary process changes necessary to adopt reports and collect commentary

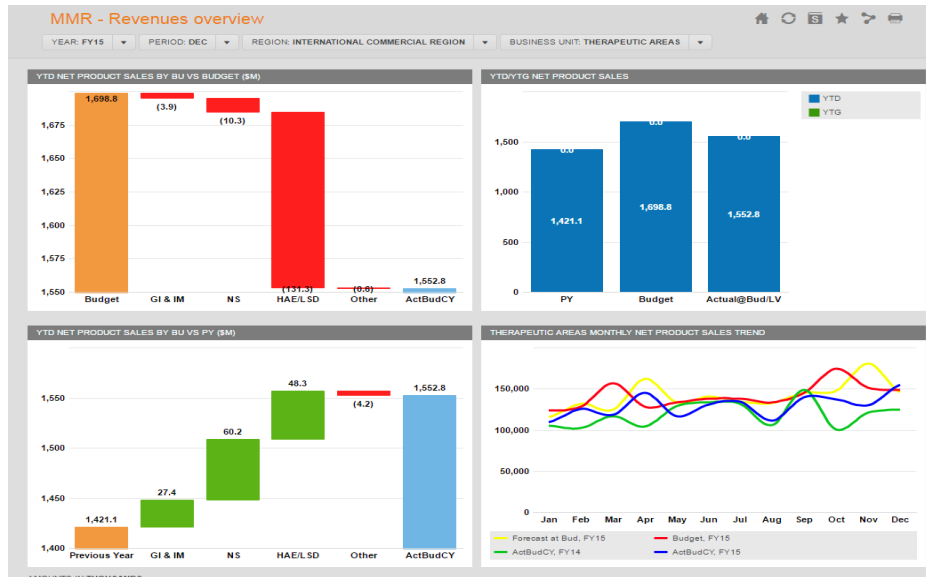
Developers:

- Proposed initial design options to meet need and use CXO functionality to greatest effect
- Developed a commentary capture and aggregation process

Early development times were higher but rapidly shortened as standard designs emerged that could be quickly adapted to different stakeholder groups

Present Situation

- Currently on CXO V5.3 with Essbase v11.1.2.3.500
- 200 reports (based on 50 underlying designs)
- 260 users
- 150 regular users
- Increasing usage by Senior Staff (GM's, VP's, SVP's)
- Expansion no longer pushed from the centre. Early influencers are out there using the tool, other groups are seeing it and wanting it for themselves.
- 4 admins centrally, 2 doing most of the work. Busiest up to 70%.



MMR - Rev by BU
 YEAR: FY15 | PERIOD: MAY | VIEW: YTD | VERSION: JUNE15 | GEOGRAPHY: GEOGRAPHIC ANALYSIS

	MAY YTD				FULL YEAR						
	ACTBUDDY	BUDGET	VS BUDGET PER%	VS BUDGET PER%	PY	VS PY PER%	VS PY PER%	JUNE15	VS PB04R BUDGET	PY	
Replagal	166,268	186,265	↓ 89%	(19,997)	162,156	↑ 103%	4,112	459,992	5,562	459,300	412,296
Elaprase	208,697	221,598	↓ 94%	(12,901)	192,816	↑ 108%	15,881	569,321	2,223	573,290	493,497
Vpriv	138,077	138,678	↓ 100%	(601)	134,507	↑ 103%	3,569	346,389	(6,495)	344,287	336,623
LSD	513,041	546,541	↓ 94%	(33,500)	489,479	↑ 105%	23,562	1,375,701	1,290	1,376,876	1,242,416
Firazyr	154,845	185,994	↓ 83%	(31,149)	132,060	↑ 117%	22,785	419,426	(39,927)	489,682	365,010
Cinyze	236,818	250,850	↓ 94%	(14,032)	169,259	↑ 140%	67,559	634,583	1,296	633,230	497,810
HAEL/SD BU	904,705	983,385	↓ 92%	(78,681)	790,798	↑ 114%	113,906	2,429,710	(37,341)	2,499,988	2,095,236
Equasym	11,941	11,773	↑ 101%	168	11,336	↑ 105%	606	28,344	23	28,855	27,959
Intuniv	25,663	24,669	↑ 104%	994	156,855	↑ 76%	(131,192)	59,154	195	59,555	324,771
Vyvanse	699,546	659,572	↑ 106%	39,975	576,560	↑ 121%	123,086	1,662,548	31,468	1,602,284	1,424,513
Buccotam	8,881	7,489	↑ 119%	1,392	4,611	↑ 193%	4,270	20,483	779	19,681	9,944
Adderall XR	158,825	160,241	↓ 99%	(1,416)	142,454	↑ 111%	16,371	361,156	130	363,289	375,380
Neuroscience Total	904,957	863,844	↑ 105%	41,113	891,816	↑ 101%	13,141	2,131,685	32,594	2,073,664	2,162,667
Lialda	236,583	269,211	↓ 88%	(32,628)	218,642	↑ 108%	17,942	690,111	(2,209)	688,218	620,138
Resolor	6,424	7,169	↓ 90%	(745)	5,764	↑ 111%	661	18,953	(91)	18,113	15,004
Gattex	39,009	26,703	↑ 146%	12,306	0	↑	39,009	146,329	(363)	131,881	0
Natpara	4,893	375	↑ 1,306%	4,518	0	↑	4,893	21,354	11,353	10,000	0
Gastro Intestinal Total	409,360	419,643	↓ 98%	(10,283)	343,116	↑ 119%	66,243	1,168,136	1,165	1,138,890	924,802
Agyrin	42,963	42,282	↑ 102%	681	39,627	↑ 108%	3,335	107,145	1,860	100,545	94,380
Carbatrol	10,409	8,299	↑ 126%	2,110	10,044	↑ 104%	365	22,126	0	18,652	26,409
Fosrenol	70,518	66,309	↑ 106%	4,209	64,308	↑ 110%	6,210	163,717	5,140	155,923	167,990
Reminyl	647	601	↑ 108%	46	598	↑ 108%	49	2,052	274	1,508	2,941
Plenadren	3,752	3,667	↑ 102%	85	2,035	↑ 184%	1,717	10,776	2,020	6,000	6,577
IM Other	1,704	200	↑ 852%	1,504	9,584	↑ 78%	(7,880)	991	35	375	18,126
Internal Medicine Total	129,992	121,358	↑ 107%	8,634	106,159	↑ 103%	3,833	306,407	9,328	283,012	316,375
Other	619	0	↑	619	1,542	↓ 40%	(923)	561	220	0	3,829
Total Net Product Sales	2,349,633	2,388,231	↓ 98%	(38,598)	2,153,432	↑ 109%	186,201	6,036,898	5,966	5,995,352	5,502,909

AMOUNTS IN USD THOUSANDS | SHIRE 123PRODUCTION (M2)

Summary

- CXO is well rounded package that addresses:
 - Report presentation
 - Interactivity
 - Security
 - Delivery
 - Commentary handling
- Implementing it to best effect requires rethinking your approach to reporting:
 - **Don't just re-create what you have now. Think about the underlying messages you want to deliver and how the interactive functionality can be used to greatest effect**
- Train key users as well as developers in report design. Helpful if everyone understands it's potential before report design begins
- Using commentary required building new working practices within the function. It was greater than simply saying *'here's a report, comment if you wish'* and became establishing a standard process for commentary capture and aggregation within fixed timeframes

Hyperion Focus 16

Thank you



FDMEetoolbox

