software AG

CONSUMER HEALTH LEADER
GETS "PAIN RELIEF" FROM DIGITAL BUSINESS PLATFORM

Customer
The world's most trusted brands for over-the-counter medicine, baby care, wound care and skin care products, pharmaceuticals, medical devices and biologics are managed by this $70 billion family of companies headquartered in the U.S. More than 250 operating companies span 60+ countries and employ nearly 130,000 people.

Industry
Consumer Goods/Retail, Manufacturing

Opportunity
- "Win differently" with a digital business platform
- Improve access to information, enterprise-wide
- Reduce manual work and standardize processes
- Increase visibility across the global supply chain
- Get more customer-centric

Solution set
- Apama Streaming Analytics Platform
- ARIS Business Process Analysis
- Terracotta In-Memory Data Fabric
- webMethods Business Process Management
- webMethods Integration
- webMethods Operational Intelligence

Key benefits
- New revenue realized faster
- Improved customer experience
- Deliveries assured
- Better SLA compliance
- Full product and order traceability
- Reduced risks and improved brand protection

1,800 PRODUCTS
LAUNCHED **75% FASTER**

VISIBILITY ACROSS **4,000+** LOGISTICS PROVIDERS

90%
SATISFACTION RATE

Why a platform is the right remedy

Truly make a difference in the lives of patients and consumers through innovation. Consistently outperform markets and competitors. Deliver innovative ideas, products and services to advance a person's health and well-being. These three credos led the maker of the world's best-known brands in consumer health to rethink product development and move off "one-off" technology solutions. The Fortune 500 company has moved onto Software AG's Digital Business Platform, taking a process-centric approach to building adaptive applications and leaving behind painful processes, like manually collecting data from disconnected systems.

Now streamlined processes improve product quality, boost consumer confidence and make the business more agile and efficient. For example, the company can see the whereabouts of any order shipped across 175+ countries. Ingredients of any product—from a pain reliever to baby lotion—can be easily traced in minutes. Consumers can even check products information online, satisfying their need for instant answers and reinforcing their trust in the company's brands.

"The future of digital business is no longer based on products, but platforms flexible enough to map new digital processes and support groundbreaking ideas."

— **Dr. Wolfram Jost** | CTO, Software AG

Solving problems on a platform

Welcome to the ways of the successful 21st Century Digital Enterprise. Like every industry leader, this consumer health giant is committed to adapting to a changing business environment and advancing "how" and "what" technology is used to solve business problems. This company now builds its business on a digital platform for many reasons:

- Solutions are global and process-centric, not task-specific

- User design is role-based, not "super user" focused

- Integration is on an Enterprise Service Bus (ESB), not inflexible point-to-point links

- Application design is fit for purpose, not off-the-shelf and fit to function

- Analytics are consolidated and not separated by application

Software AG's Digital Business Platform enables the company to build differentiating applications and adapt them as the environment demands. Capabilities can be added when and where needed. That way IT runs in a way that optimizes 21st century business plans.

Information in an instant

One groundbreaking innovation is for product analytics and formula reporting. Because consumers ask product questions daily, they must be answered—fast. Before, it could take months to manually dig out data from different systems and formats. Now it takes minutes, which improves customer service and aids in compliance as well. Behind the scenes, the Digital Business Platform's webMethods connects "anything to anything" integrating disparate systems while Terracotta in-memory data management enables rapid data access. Full product traceability and one point of access to information across the supply chain enables timely and informed decisions.

If a consumer needs to know a product's ingredients, that answer is available online anytime. When a regulatory agency recalls an ingredient, it's easy to see which products contain it. This helps reduce compliance costs.

Insight into every order, every time

Think it's tough to check on one order when 3 million of them are placed a month? How about checking on that order across a supply chain that spans 4,000+ logistics service providers, 150 distribution centers, 100+ carriers and eight delivery methods? It's completely possible with Apama Streaming Analytics, another capability of the Digital Business Platform. Previously, the company had no way to detect issues in delivery flow. Customer interactions were reactive rather than proactive. Costs increased due to shipment escalations. Apama changes that by providing instant access to KPIs across the supply chain. Details like, who signed at delivery and orders in the pipeline and are quickly accessible— across products sold in 175+ countries. With real-time analytics and monitoring, the company can see supply-chain data contextually on dashboards to:

- Identify exceptions immediately before customers are impacted

- Understand automatically delays and trends that impact delivery performance

- Monitor SLAs

Real-time analytics make a real impact on human lives. For a patient waiting for an artificial hip replacement, for example, the company can see the exact location of the device in transit to assure it's delivered within an exact time frame for surgery.

Getting products to market faster

The company also has made product approvals 75 percent faster by consolidating and automating the Approval for Product Release (APR) process.

APR is the consolidated output of key processes to obtain U.S. Food and Drug Administration approval. Before, this painful disjointed process required manually consolidating paper specs into binders across all R&D functions. Every region had a different framework with no way to monitor or share information. There was no workflow support, no integration to other systems. Using human-centric design and business process engineering, the company created a single automated process that works for all consumer products and aligns the approval process in all regions.

Leveraging webMethods BPM and content collaboration capabilities of the Digital Business Platform, workflow is now harmonized globally among employees to create, compile, review and approve product releases. One common portal for all consumer products makes it easy to track progress, increasing transparency.

The application boasts an end-user satisfaction rate of more than 90 percent. Product approvals are down from two years to six months. Emails are down from 4,000 to 40 per approval cycle.

Connecting people to processes

Processes only get better when everyone contributes to how work gets done. That's another key capability offered by the Digital Business Platform. Using the platform's ARIS Connect, the company is standardizing, centralizing and management consumer R&D business processes. A light Web-based UI makes it easy to search and find process information. Process governance is also simple and effective.

Approximately 150 process owners, model viewers, process designers and architects are collaborating there on more than 200 process models. Simple methodology, several diagram types, industry best practices and a process framework standard enable agile development and deployment.

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