



Branded Drug Maker Solves Complex Budgeting and Reporting Challenges - Affordably

Overview

Country: Canada

Industry: Pharmaceutical

Customer Profile

Teva Neuroscience Inc. is the branded products arm of Teva Pharmaceutical Ltd., one of the largest generic drug manufacturers in the world.

Business Situation

Teva needed a more complete business management solution to meet its increasingly complex reporting needs, and a system that made it simple to drill down into financial data for better budgeting and forecasting.

Solution

SCI helped Teva deploy the Microsoft Dynamics NAV's general ledger, payroll, HR and expense-tracking modules so the company could implement a formal budgeting system and manage its resources more efficiently.

Benefits

- Cost centre management.
- Faster reporting.

Why would I contemplate a massive transition with a large price tag when I get everything I need out of Microsoft Dynamics NAV?

[Jean-Francois Boily, Senior Manager, Finance & Information Systems Teva Neuroscience](#)

Teva Neuroscience Inc. (Teva) is a subsidiary of Teva Pharmaceutical Industries Ltd., a multinational generic drug manufacturer based in Israel. The parent company established Teva to develop and market branded neurological products like Copaxone®, an injection for treating multiple sclerosis. With the drug's blockbuster popularity, Teva's Canadian division had grown rapidly needed a more complete solution to meet its increasingly complex reporting needs, and a system that made it simple to drill down into financial data for better budgeting and forecasting. Using an ACCPAC accounting system it had inherited from its U.S. sister company it made a case for deploying made a case for deploying Microsoft Dynamics™ NAV, because the Microsoft solution met all of the needs of the organization but at a fraction of the cost of Oracle.



Situation

Teva's North American head office is in Kansas City, MO. When Canada approved Copaxone® for use in treating MS patients in 1997, the company opened an office in Montreal to market the drug to Canadian doctors, nurses and the MS community. The Canadian branch operates autonomously as a separate business unit.

Teva also conducts drug research, and supports MS patients through a services arm called "Shared Solutions". With Copaxone's blockbuster popularity in Canada, the company was growing rapidly and outgrowing the company's current system; SAGE ACCPAC.

The company needed to upgrade to a new system that could handle a greater volume of transactions through a short accounting cycle. Another key requirement was a system that provided a reporting engine that was comprehensive, real-time and easy to use. The company also had a need for a system that could manage multi-company, multi-currency transactions to provide a unified view of business data across currency and companies. The system also needed the capability to interact with and report on complex marketing initiatives.

"We needed an accounting system with built-in controls to ensure data integrity, for compliance with Canadian and U.S. government regulations. But we also needed a formal budgeting system," says Jean-Francois Boily, Senior Manager, Finance & Information Systems, Teva Neuroscience. "Our business is driven by cost centers like R&D and marketing – projects are entrepreneurial, and decisions are made quickly. ACCPAC just didn't give us the level of budgeting and forecasting we needed to help our project teams spend their money efficiently."

Solution

Globally, Teva Pharmaceutical Industries was standardizing on an Oracle-based accounting system. The management team at the Canadian division, however, had researched a number of options with the help of its longtime IT partner, Groupe SCI.

A Microsoft® Certified Dynamics™ Partner based in Montreal, SCI serves many of the top pharmaceutical companies operating in Canada. It recommended Microsoft Dynamics™ NAV, formerly Microsoft® Business Solutions – Navision®, as the right business management solution to meet Teva's needs.

"Teva came to us asking about accounting best practices in the local pharmaceutical industry, because it's one of our main vertical markets," says Georges Haddad, president and founder of Groupe SCI. "We've found Microsoft Dynamics NAV to be the right solution in meeting the needs of smaller standalone business units operating within large global pharmaceutical enterprises."

After testing Microsoft Dynamics NAV in its business environment, Teva found it made little economic sense to deploy Oracle when a less complex, more affordable solution met its needs.

"Put yourself in my shoes – a professional accountant. I don't want the system to do a gazillion things. I want a speedy reporting cycle, precision, facility of forecasting and a familiar, easy-to-use interface," says Boily. "Why would I contemplate a massive transition with a large price tag, when I get everything I need out of Microsoft Dynamics NAV?"

SCI helped Teva deploy the Microsoft Dynamics NAV general ledger, payroll, HR and expense-tracking modules so the company could implement a formal budgeting system

and manage its resources more efficiently. It customized Microsoft Dynamics NAV with a bridging application between the system's database and the reporting interface used by Teva project managers, for easier interpretation of accounting reports. As well, it configured the solution to map between the company's Canadian and U.S. GATS reporting.

"Teva's director and his right-hand person are both CAs, and they have another team member who came from the company's auditing firm. So the entire accounting team is really knowledgeable about the business and about how they want to work together," says Haddad. "What they like about Microsoft Dynamics NAV is the amazing visibility and insight it provides across the organization, helping them better track and reconcile expenses to the appropriate cost centres."

Benefits

With Microsoft Dynamics NAV, Teva has quicker access to valuable data that is sliced and diced to help the company market itself more effectively, and control spending within its cost centers.

"The sole purpose of our business is promoting branded pharmaceutical products to the right clientele. When we're talking to diverse audiences like doctors and nurses, community groups, and opinion leaders promoting MS research, we want to make sure our marketing dollars are well-spent," says Boily. "Microsoft Dynamics NAV helps us generate \$70 million-plus of revenue with a system that is extremely affordable, and with a limited accounting staff."

Cost centre management

Before deploying Microsoft Dynamics NAV, Teva had what Boily calls a "mish-mash" budgeting process where money was allocated without formal expense tracking or other measures. Now, the Microsoft

Dynamics business management solution is helping the company determine the actual costs of its project budgets.

The solution has allowed Teva to set up a formal budgeting process that enables the accounting team to find out exactly where the various expenses are going, and what projects each cost reconciles with. Microsoft Dynamics NAV also matches budget actuals with forecasting which helps the company allocate funds more efficiently.

"Our game depends on successful promotional and marketing tactics to reach a varied clientele, and now we have the right tool for mapping initiatives between the company and our customer audiences," says Boily. "Microsoft Dynamics NAV gives us the ability to fine-tune our data and drill down to the voucher, if need be, to see where money was spent for which tactics."

Faster reporting

Microsoft Dynamics NAV enables Teva to automate more of its financial information cycles, which makes for speedier reporting.

"We're running our accounting activities with a team of only three people. So given that we're a publicly traded company and we've got massive reporting to do, the efficiency of Microsoft Dynamics NAV is really the greatest benefit for us," says Boily. "Our accounting cycle is extremely short and the forecasting cycle stringent, so I'm thrilled with how we've been able to get the system clocking diligently and rapidly every month and every quarter."

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For more information about Groupe SCI products and services, call (877) 334-3322 or visit the Web site at: www.groupeosci.com

For more information about Teva Neuroscience Inc. products and services, call (800) 221-4026 or visit the Web site at: www.tevaneuro.com

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