

FROM FEELINGS TO FACTS CREATING AN AUTOMATIC ANALYTICAL ECOSYSTEM

The project developed by Noesis aimed to **modernise Medindar's Business Intelligence ecosystem**, evolving the operational reporting system to a 100% QlikSense technology-based solution.



Sector:
Pharma

Business Unit:
Data Analytics & AI

Solution:
QlikSense

100+
Users

3
Consultants

8.7M+
Daily records processed

100%
QlikSense



THE CHALLENGE

The pharmaceutical industry is extremely dynamic and over time Medinfar was facing diverse **technical and organizational constraints** regarding the information necessary for the management of their business, due to their rigid reporting model, and also the diversity of areas where Medinfar operates.

Technical: **Rigid** and **complex** system with multiple logical and technological layers, consuming too much time in the interaction with the system.
High maintenance cost and rigidity in evolution.

Organizational: The system inefficiencies turned the process **manual**, resulting in information failures, **uncertainty towards the generated data** and insufficient support in the decision making process.

GOALS

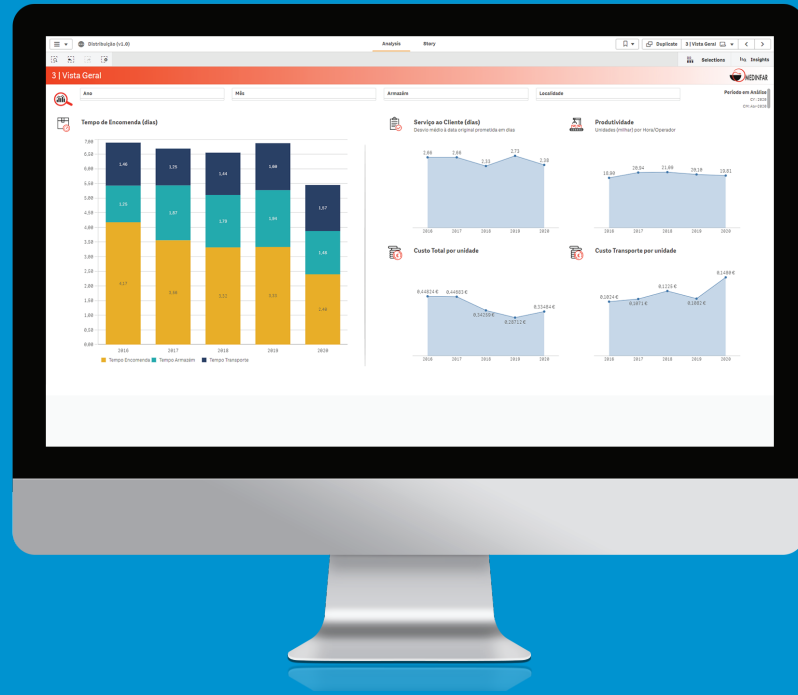
The main goal for this project was the creation of an **accessible, scalable** and **transparent** analytic system to ensure:

- **Business support** and monitoring;
- **Costs reduction** and infrastructure maintenance/evolution;
- Drastic reduction of manual intervention;
- More **credible** and **reliable** current information across the entire organization.

SOLUTION

The new, already implemented, strategy was based on the following principles:

- New vision based on the pillars of the methodology Noesis QIM: **simplicity, agility** and **focus on user**;
- 100% QlikSense technology-based architecture, materialized in an integrated model and data store. This architecture guarantees information **scalability, sustainability, consistency** and the most important factor: it's simple and easily accessible at the various points that occur during the process.



The MEDINFAR Group is a 100% Portuguese pharmaceutical group, based in Venda Nova - Amadora, with an industrial pharmaceutical production unit located in Condeixa-a-Nova. Founded in 1970, the Group is present in all stages of the value chain, from research and development, manufacturing and distribution, containing a comprehensive portfolio of products, such as pharmaceuticals, dermocosmetics, food supplements, veterinary products and medical devices.



Founded in 1995, Noesis is an international tech consulting company offering services and solutions to support clients in digital transformation and the development of their businesses. In order to obtain sustained value that is transversal to all sectors, Noesis is focused on infrastructures, software, quality and people.



Noesis' partnership with Qlik started in 2010, with the creation of the Data Analytics & AI Business Unit. Noesis was the first Portuguese consultant to obtain the "Elite Solution Provider" distinction in 2015, and has received frequent recognition from this partner. It has more than 40 specialized consultants, two Qlik iKLuminary awards and 60 customers in this technology.

THE RESULT

- Today, all the developed processes are daily executed **without manual intervention**;
- Impact on teams performance, **streamlining processes** and creating new work routines;
- The applications have had a full adoption and there is again **confidence** in the analysis that the tool provides;
- The system reflects the reality, making it possible to take informed business decisions - **Facts over Feelings**;
- **Reduced development time** for future projects;
- **Agile evolutionary maintenance** component, implementing new features in few weeks;
- **Analytics everywhere** - Information can now be consulted on any device, anywhere in the world with Internet access.