

QueBIT®

Formerly Applied Analytix, Inc.

CUSTOMER SUCCESS STORY
BioPharma Industry

Onyx Pharmaceuticals

Creating a True Team Approach to the Forecasting and Planning Process

Based in Emeryville, CA, Onyx Pharmaceuticals is a publicly traded BioPharma company focused on the development of drugs to treat various forms of cancer. Onyx had two major objectives when they began structuring a forecasting and planning system. The primary goals were to reduce their overuse of spreadsheets and to improve departmental ownership of the plan.

Addressing the Problem

According to Derek Metzger, Senior Financial Analyst and project participant, "We had exhausted what Excel could offer as a budgeting application." Recalls Metzger, "Flexibility was a must for the selected application."



Why IBM Cognos TM1?

When Onyx chose Cognos TM1 software to do the job, they got a platform "tailored to a company of our size," says Metzger. In addition to handling the basic budgeting and planning process, Cognos TM1 was able to address a number of other areas that had typically been the responsibility of their existing reporting application.

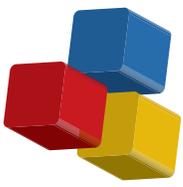
Eventually, Cognos TM1 replaced Onyx's existing reporting application, thus leveraging the investment further. According to Metzger, "We didn't originally expect Cognos TM1 to serve as our reporting application, but the software we were using was rigid and difficult to change. Reporting has become more flexible with Cognos TM1."

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— Derek Metzger, Senior Financial Analyst

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More benefits:

- Using Cognos TM1's web capabilities provided access to multiple audiences and addressed one of the major goals — getting the departments to take an ownership stake in the plan.
- Cognos TM1 web front-end also allowed Onyx to push the input of budgeting and planning to the individual stakeholders, further reducing the need for additional reports.
- The spreadsheet look-and-feel made the transition very easy, empowering more people to build reports.
- The application's dashboard capabilities gave the Onyx executive management team an accurate assessment of where they were on various activities and KPI's.

The Implementation

Onyx started with a forecasting and planning process within the Finance department. Once that was solid, the plan was moved out to the rest of the company. Derek Metzger summarized, "Now there is more focus and attention reflected in the plan. People can go back and change their projected P&L based on the data without the need to route back to the Finance team for assistance. The level of ownership has increased. This used to be the Finance department plan — now it is used company-wide."

QueBIT Delivers Results

The success of any new technology is highly dependent on the expertise and support of the professional service

team that does the implementation.

According to Chris Peetz, Director of Strategic Planning, who headed the selection process and implementation team for Onyx, "The QueBIT team made all the difference in implementing Cognos TM1. They turned it from an interesting soft-ware product into a powerful tool ingrained in the way the company operates."

Part of the QueBIT implementation methodology is to ensure that clients take ownership of the solution and are constantly on the lookout for other areas where their investment in new technology can be leveraged.

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— Chris Peetz, Director of Strategic Planning

ABOUT ONYX PHARMACEUTICALS

Onyx Pharmaceuticals is a BioPharma company committed to improving the lives of people with cancer by changing the way cancer is treated®. Their lead product, Nexavar® (Sorafenib), is developed and marketed worldwide in collaboration with Bayer HealthCare Pharmaceuticals.

ABOUT QueBIT Consulting

Since 2002, QueBIT has been driven to help organizations to improve their ability to make intelligent decisions that create value. Astute decision makers learn from the past in order to manage the present, predict the future and take prescriptive actions. This is why we're resolute in our commitment to excellence in business analytics strategy and implementation.

For more information about our services, please call us at 1-800-QUEBIT1 or email contact@quebit.com