

Case Study: Quick Turn Around Forecast Without Compromise

The challenge:

- Local affiliate client makes a telephone call and needs to speak to someone in the J+D team urgently.
- The global team have requested a 5-year forecast model for an established immunology product.
- The local business insights team have just one week to submit the forecast.
- The model available was only suitable for launch readiness products.

The need:

- A solution that minimises stress in the model creation process and a model that produces outputs the team can feel confident in.
- A solution that was flexible enough to tailor to the disease area and the stage in the product life cycle.
- A structured approach to the forecast with clear space for transparent assumptions.
- A model that can be created efficiently in a short time frame without compromising on best forecasting principles.

The solution is FC+, Pharmaceutical Forecasting Software

- Epi+ is part of the FC+ portfolio, developed for clients with clients.
- Minimises stress and worry: an Excel add-in. Excel is the software of choice for forecasting, and models are in line with best practice.
- The modular approach means the model can be tailored to disease area and to different points in the product life cycle. The C# application makes for a smooth transition between trending, eventing and converting.
- Promotes engagement between teams as there is a simple user interface and easy to interpret visuals with a consistent look and feel.
- Epi+ models can be created in less than 30 minutes and still include advanced forecasting techniques if required.

The result:

- A satisfied global and local team who both delivered on time.
- A user-friendly forecast that can be adapted easily in the future.
- FC+ is under review to be embedded across brand teams.