

Pharmacyclics, an AbbVie Company, Enables Self-Service Analytics with Tellius



Pharmacyclics, an AbbVie company, sought to empower more members of its commercial team to make better and faster data-driven decisions. The IT team used Tellius to up their analytics game.

BEFORE

- 4-6 weeks for IT to build custom metrics and dashboards
- Hundreds of hours spent waiting for data, reports, and visualizations across the commercial team
- Multiple costly legacy data and analytics tools
- Missed opportunities due to delayed analysis

AFTER

- Instant access to data and metrics through an intuitive, Google-like natural language search
- No-/low-code self-service BI and analytics tool
- Hundreds of thousands of dollars of annual savings by going from 4 systems to 1
- Faster analysis for better commercial outcomes

THE RESULTS: AD HOC AND SELF-SERVICE COMMERCIAL ANALYTICS

300 hours/month saved

Automated monthly sales performance analysis and reporting, greatly reducing manual effort and providing deeper granularity into opps

Pinpoint targeting

Identified and addressed shifting market dynamics faster (while reducing dependency on IT) by accessing actionable insights and creating dashboards within minutes

4 tools to 1

Eliminated confusion and boosted operational efficiency by having an agile analytics tool usable by home office and field teams to get ad hoc answers, visualizations, and reporting

Advanced analytics

Machine learning modeling applied (without data science teams) to sales performance analysis, marketing analytics, financial reporting, and more

WHY TELLIUS: EASE OF USE, RAPID DASHBOARDING & REPORTING, CLOUD SCALE

Natural language ease: Make data analysis accessible, regardless of users' skills or analytics needs. Field teams self-serve growth trends/drivers and key account performance in natural language.

Combine data from multiple sources: Seamlessly integrate multiple data sources to triangulate sales effectiveness and HCP preferences for greater commercial efficacy.

Rich functionality: Have one single place to generate/share analysis and insights quickly.

Scalable, modern analytics platform: Traditional analytics and BI tools struggle to handle cloud-scale data, whereas Tellius allows users to explore millions of variables for valuable insights and trends.

Tellius supercharges our centralized analytics team to help the commercial team. It's been so intuitive that many business users are self-serving directly. Very exciting, and it's just the beginning!

—VP of Business Technology Solutions