



Transforming Data into Value

Global Pharmaceutical
Enterprise Enters Next Level
of Data Management

Client Success Story



Large scale and highly complex MDM and SAP MDG transformation project successfully delivered

Strategic transformation for digital enablement

Like most global enterprises, Boehringer Ingelheim, one of the pharmaceutical industry's top 20 companies, used to store and manage master data on multiple, separated systems. New data records and updates were therefore not always immediately accessible across all business functions due to the lack of connectivity.

Camelot has been collaborating as a strategic partner for Data Management and Master Data Governance with Boehringer Ingelheim as part of a three-year strategic transformation program, which is still ongoing.

The goal is to make accurate information available in real-time as a foundation for:

- ▶ Automation
- ▶ Digital transformation
- ▶ Future-ready data-based processes and decision-making
- ▶ Interoperability of systems

With the VERITAS program and the lead of Camelot, the next level of Master Data Management at Boehringer Ingelheim has been introduced, ensuring the company's data is correct and readily available. Consistent master data supports Boehringer Ingelheim in cost-efficient process automation and – more importantly – in improving its customer experience.



Werner Thilmann, Head of GBS Master Data Management,
Boehringer Ingelheim

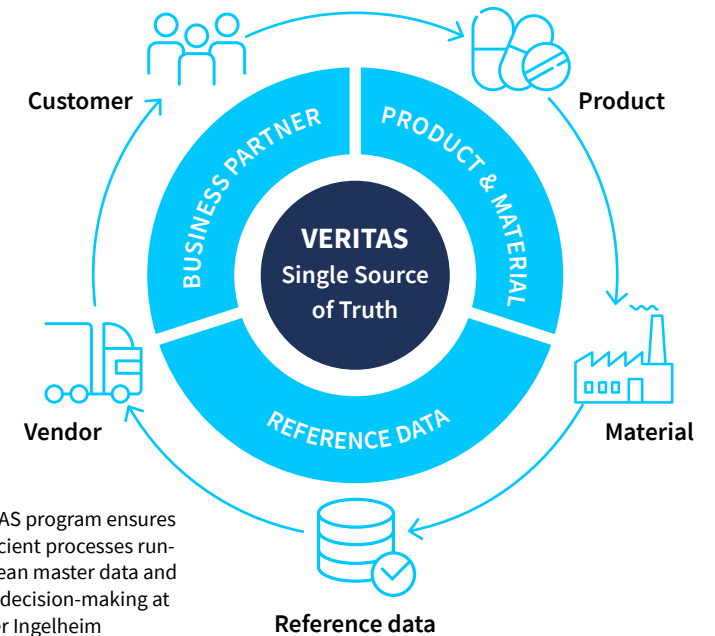
State-of-the-art Master Data Governance (MDG) provides high-quality master data within the right business context, allowing companies to deliver value and drive the global digital transformation. Our MDM organization now transforms master data into an enterprise knowledge asset. Together with Camelot, we have reached the next level of Master Data Management.

VERITAS Program: The right business decisions start with accurate real-time data

VERITAS is the Latin word for truth and the name of the strategic Master Data Management (MDM) transformation program at Boehringer Ingelheim. The goal of this key initiative is to establish a Single Source of Truth for the company's corporate master data: to harmonize critical data on customers, vendors, products, and materials in one comprehensive system.

Camelot strategized, designed and implemented an integrated MDG solution at Boehringer Ingelheim to ensure accurate and consistent data across the company. All concepts and systems were tailored to business requirements with pharma industry best practices at the core.

Camelot has built a trustful and close collaboration with the Master Data Management team of Boehringer Ingelheim. Right from defining the MDM vision, mission and strategy, Camelot experts and teams have been part of the realization journey, setting the project up for success.



Global Rollouts

The first crucial parts of VERITAS are the business partner and the still ongoing product and material projects. They follow the goal to harmonize data across systems and countries.

Camelot supports the global rollout through change management activities that increase the acceptance of the new systems at branches outside the global headquarters. Templates additionally accelerate the adoption process.

Getting all stakeholders and users on board is an essential part of making a project successful and gaining fast Return on Investment.



First milestones successfully completed – and more to come

BUSINESS PARTNER PROJECT

The first crucial part of VERITAS was the business partner project. The project team introduced an entirely new platform based on SAP MDG by integrating customer and vendor data under the common object “business partner”. The new solution successfully went live in more than 50 countries, harmonizing master data of all customers and vendors.



The VERITAS business partner solution enables Boehringer Ingelheim to better serve its customers. It ultimately supports the organization to drive purchasing savings through supplier consolidation.



Maintaining master data is much faster, more efficient and more accurate due to smart integration, compliant workflows, and more.



Compliance in enterprise planning, transaction execution, and reporting drives success in the global pharmaceutical marketplace.

KEY FIGURES OF THE VERITAS BUSINESS PARTNER PROJECT



nearly **1 million** data records on customers and vendors



over **70** interconnected systems



1,000+ test cases executed



2,500 users in more than 50 countries

First milestones successfully completed – and more to come

PRODUCT & MATERIAL PROJECT

There were several challenges in the project: first, the logical data model which reflects a holistic understanding of the product needed to be defined. In addition, the related business processes had to be identified where master data is generated throughout the company. Another challenge was the close collaboration with different business functions to analyze triggers related to data maintenance: Research & Development (R&D), Marketing, Regulatory Affairs (RA), Quality, Supply Chain, and more.

KEY ELEMENTS OF THE PRODUCT & MATERIAL PROJECT



Business Ownership

Content owners from various functions like Development, Marketing and Operations were empowered to own the data maintenance process on their side.



Integration

Seamless connection to systems for example for management of regulatory information, documentation, and customer relationship.



Data Migration

4 layers – Strategic Product, Product Configuration, Global SKU, Material – and more than 50K data records loaded from multiple legacy systems so far.



/// The Master Data transformation program at Boehringer Ingelheim shows the highest degree of complexity, demanding the involvement of a large group of stakeholders and expert consultants. With Camelot's end-to-end consulting approach, we will continue to collaborate with Boehringer Ingelheim and support this transformation from strategy to solution to achieve further successful results. ///

Henrik Baumeier, Partner,
Camelot Management Consultants

The Companies

Boehringer Ingelheim

As a world-leading, research-driven pharmaceutical company, more than 51,000 employees create value through innovation daily for our three business areas: Human Pharma, Animal Health, and Biopharmaceutical Contract Manufacturing. In 2019, Boehringer Ingelheim achieved net sales of 19 billion euros. Our significant investment of almost 3.5 billion euros in R&D drives innovation, enabling the next generation of medicines that save lives and improve quality of life.

Boehringer Ingelheim Pharma GmbH & Co. KG

Binger Straße 173
55216 Ingelheim am Rhein
Germany
Phone +49 6132 77 0

www.boehringer-ingelheim.com

Camelot Management Consultants

We are a global management and technology consulting firm focusing on value chain management. Our mission: turning our clients' value chains into a competitive advantage and creating lasting impact where our clients need it most. By combining our industry focus, value chain process expertise, and technology know-how, we guide our clients from strategy to sustainable technology adoption.

Camelot Management Consultants AG

Theodor-Heuss-Anlage 12
68165 Mannheim
Germany
Phone +49 621 86298-0

www.camelot-mc.com

Contact

Henrik Baumeier | Partner | hba@camelot-mc.com
Camila Mendes | Managing Consultant |
cmen@camelot-mc.com
Camelot Management Consultants

Camelot Management Consultants

Camelot Management Consultants

www.camelot-mc.com · office@camelot-mc.com

EUROPE

Global Headquarters
Theodor-Heuss-Anlage 12 | 68165 Mannheim | Germany
Phone +49 621 86298-0

AMERICAS

1717 Arch Street | Suite 1300 | Philadelphia · PA 19103 | USA
Phone +1 267 589 9242

MIDDLE EAST

Jumeirah Lakes Towers
Cluster O · Reef Tower · 30th Floor | P.O. Box 5003333 · Dubai
United Arab Emirates | Phone +971 4 350 7441

ASIA/PACIFIC

97 Varsha · Plot no. 96/2+97
CTS no. 1132-1133 · Anand Park | Aundh · Pune · MH
India 411007 | Phone +91 9987 987 385