

## Microsoft Office System — Solution Brief

*"The familiar environment of Microsoft Office Excel and the availability of centralized and Web-enabled workbooks served as strong drivers to get us interested in the 2007 Microsoft Office system. We're excited to be in the program and eager to begin building new tools that will significantly improve report generation for our field organization." – Kim Taylor, Business Analytics and Decision Support, Information Management, OCD, Johnson & Johnson*

### Johnson & Johnson diagnostics firm to improve report integration and analysis with new business intelligence capabilities in the 2007 Microsoft Office system

#### Situation

For more than a half-century, Ortho-Clinical Diagnostics (OCD), a Johnson & Johnson company, has provided accurate, timely, and cost-effective solutions for screening, diagnosing, monitoring, and confirming diseases to the global healthcare community. In order to help its sales organization be effective in a highly competitive market, OCD relies on business intelligence tools to provide its sales representatives with information, including sales revenue, volume, cost, and quota data for customers assigned to their respective territory, district, or region.

Despite OCD's efforts to acclimate employees to the current business intelligence platform, employees view the system as unintuitive and difficult to use. Time spent downloading cubes and creating additional reports for analysis and reporting purposes also takes sales members away from valuable time out in the field. Because the current platform lacks simple report generation and data gathering techniques, the IT department has been forced to think of other ways to present sales information. Their efforts to date pose challenges, however, because they currently lack the flexibility they need to provide sales representatives with more individualized records of their own accounts and regions.

#### Solution

Joining the Microsoft® Office Rapid Deployment Technology Adoption Program, OCD hopes to adopt a new solution centered on Microsoft Office Excel® 2007, Microsoft Office SharePoint® Server 2007, and Microsoft SQL Server™ 2005 Analysis Services to bring together business intelligence tools with enterprise content management capabilities through a seamless user experience.

The key advantage of Office Excel 2007 is that it offers OCD employees with rich data-gathering and analysis tools through an interface they are well familiar with. Newly extended support for SQL

Server 2005 enables sales representatives to directly connect their worksheets to business data stored in the back-end and create reports without the need for separate sales cube creation, which is integral to the current business intelligence platform.

Additionally, by adding Office SharePoint Server 2007 to the infrastructure, OCD will be able to manage reports centrally by using a data connection library and present subsets of the data through customized dashboards. Using server-side Excel Services technology in Office SharePoint Server 2007 will allow data to be automatically refreshed, recalculations performed, and results rendered in HTML format while role-based authentication can help safeguard information irrelevant to specific users or groups. With Excel Services, sales representatives can interact with Office Excel 2007 spreadsheets in their Web browsers, where they can navigate, sort, filter, and expand Microsoft Pivot Table® views for richer data analysis, while at the same time have the flexibility to quickly access more user-specific data that is critical to their accounts.

OCD believes that by implementing the 2007 Microsoft Office system, the organization will deliver more timely data in a self-service and familiar environment and eliminate the redundancies involved with data queries during report downloads. OCD also expects that by eliminating the need for the currently deployed business intelligence tools, it will be able to save more than \$200,000 per year in licensing costs.

#### Benefits

- To make better use of business and sales data by adding tools to simplify report generation and rendering organization-wide
- To provide greater insight into financial trends by providing dynamic charting and analysis tools in a familiar, intuitive format
- To significantly reduce operating and long-term licensing costs by eliminating the need for third-party reporting tools

#### Fast Facts

**Customer:** Ortho-Clinical Diagnostics **Web Site:** [www.orthoclinical.com](http://www.orthoclinical.com) **Country:** United States **Industry:** Healthcare

#### Customer Profile

Ortho-Clinical Diagnostics (OCD), a Johnson & Johnson company, is a leading provider of high-value diagnostic products and services for the global healthcare community.

#### Software and Services

- The 2007 Microsoft Office system
  - Microsoft Office SharePoint® Server 2007
  - Microsoft Office Excel® 2007
- Microsoft SQL Server™ 2005 Analysis Services

#### Business Situation Summary

OCD wants to better manage reporting processes and eliminate reliance on unintuitive and difficult to use reporting tools.



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