Qlik

CUSTOMER STORY

ANALYTICS

GLOBALFARM

Real-time data delivers rapid market responses and effective strategic insights

About Globalfarm

Globalfarm was established in Buenos Aires in 1999 to replace and operate the sales and logistics departments of six national and international pharmaceutical producers. Now, with 20 main client laboratories, Globalfarm's operational flexibility and responsive approach allow the business to constantly stay ahead of evolving market needs.

The company implemented Qlik Analytics™ to process and harness the valuable data it was acquiring, both for its own operations and those of its clients. Qlik® now delivers a powerful resource that enables rapid responses to market developments, underpins strategic decision-making processes, and provides a platform for exciting future opportunities.

"We want information to be accessible to anyone, not just experts. Qlik allows us to take that to the next level."

Ricardo Barriopedro, Systems Manager, Globalfarm

Customer Name
Globalfarm

Industry
Life Sciences

Geography
Buenos Aires, Argentina

Function
IT, Sales, Supply Chain Management

Challenges
- Improve access to key operational data
- Develop quick and powerful responses to market changes
- Enable effective strategic decision-making

Solution
Globalfarm implemented Qlik Analytics to enable access to powerful insights for both clients and internal users.

Results
- Real-time insights enable effective operations
- Agile data platform delivers results for the business and its clients
- Powerful AI-based tools set to transform data even further

Building effective working partnerships

Globalfarm believes the best way to ensure success is to play to its strengths. The Argentina-based business handles sales, inventory management, and logistics operations for a growing number of leading pharmaceutical operators, allowing it to build and share its industry expertise while allowing the laboratories to focus their efforts on what they do best.

"At the moment we work with 20 laboratories, most of them multinationals," says Ricardo Barriopedro, Systems Manager at Globalfarm. "We manage all the logistics and commercial operations, leaving the core business of production and promotion to the labs."

As a close working partner, an important element of Globalfarm's business is the collection and channeling of operational data to its client labs.

"We're in touch with the market and all the sales and distribution information," Barriopedro adds. "It's information that the labs use to maintain their business and develop new strategies. Our job is to access and share it."

Globalfarm saw that while it was building a growing reserve of raw data, accessing and sharing analytics at speed was excessively complex and time-consuming.

"The challenge was to generate and provide that valuable information at the moment the labs needed it, in real time," Barriopedro says. "We were capturing a lot of data but turning it into insights that support decision-making processes at a strategic level was difficult."

A fast, simple, and agile solution

The data environment that Globalfarm works with is relatively straightforward, comprising an ERP system and a handful of other internal sources.

"We also access market information and data from other external institutions that allows us to generate analytical information," Barriopedro explains. "We selected Qlik Analytics because we could see it would give us a significant boost in terms of handling those sources. It was a real step forward."

Another important factor was the ease of implementation enabled by Qlik, particularly as Globalfarm was looking for a tool that could be deployed with relatively little involvement from its information management systems operation.

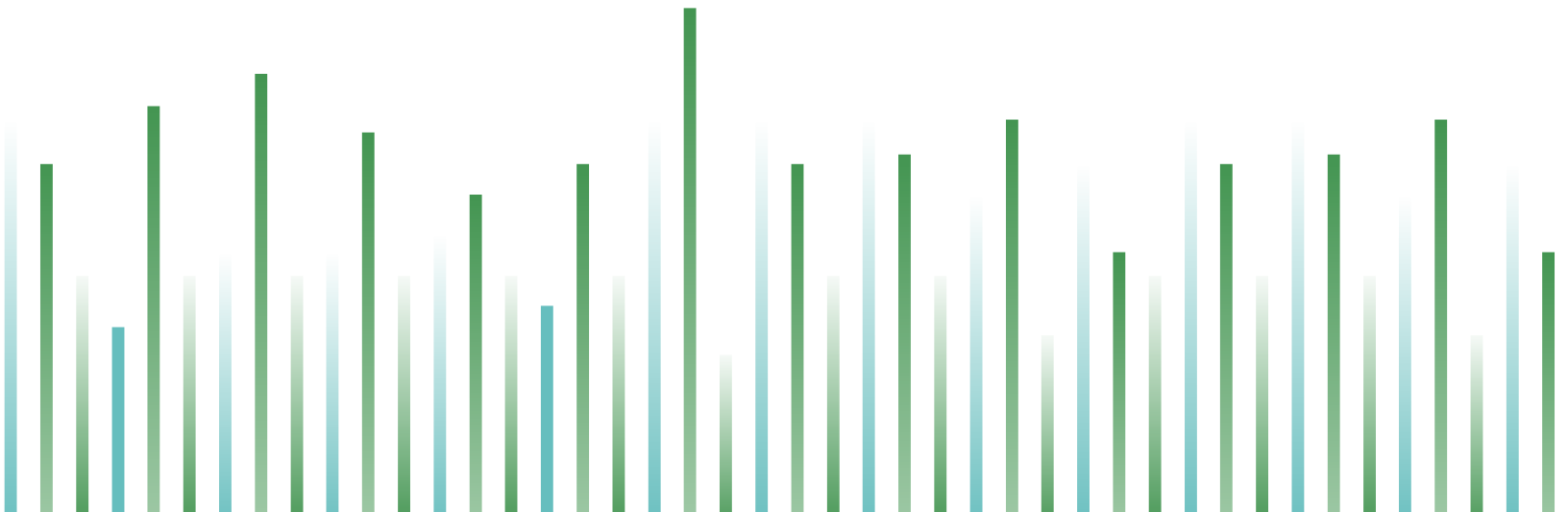
"All the information generation and development, and the large volumes of data this involves, is managed by business users," Barriopedro continues. "Qlik is very quick and easy to adopt and allows us to be much more agile."

Real-time information enables rapid responses

With Qlik Analytics, Globalfarm now has a powerful data platform that provides valuable information streams that meet growing client requirements.

"Our focus is very operational. Our job is to provide that analytical foundation for the labs so they can use it to develop strategies," says Barriopedro. "Qlik allows us to be that efficient working tool that meets the labs' needs, gives them the best quality information, and maintains that supply chain."

Barriopedro adds that the new insights are already delivering results, allowing labs to identify business opportunities that could otherwise have been missed.



"Multinational labs often find it difficult to justify prices for government tenders or contracts, for example," he adds. "But with the data that Qlik provides, we can compare labs and the discounts they offer so labs can justify rates to their parent companies in sales situations."

The new environment is also proving to be highly effective for Globalfarm's own business, which in turn multiplies the benefits for its clients.

"The labs demand that real-time access, but it's Globalfarm employees who manage many of the day-to-day operations," Barriopedro notes. "It's important to be aware of what's going on in the market. Having access to Qlik allows us to react to changes quickly. In Argentina, that's quite significant."

As Globalfarm migrates to the cloud, it is looking at Qlik Cloud Analytics™ capabilities to further enhance the quality and value of the service it offers.

"Qlik's new natural language tools are very important to us, and with Qlik Answers™ we can democratize information," Barriopedro says. "We want information to be accessible to anyone, not just experts. Qlik allows us to take that to the next level."

Make game-changing analytics accessible to everyone

Learn more

About Qlik

Qlik transforms complex data landscapes into actionable insights, driving strategic business outcomes. Serving over 40,000 global customers, our portfolio leverages advanced, enterprise-grade AI/ML and pervasive data quality. We excel in data integration and governance, offering comprehensive solutions that work with diverse data sources. Intuitive and real-time analytics from Qlik uncover hidden patterns, empowering teams to address complex challenges and seize new opportunities. Our AI/ML tools, both practical and scalable, lead to better decisions, faster. As strategic partners, our platform-agnostic technology and expertise make our customers more competitive.

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