Qlik®

ANALYTICS

MULTiCARE™
BRINGING VALUE TO FAMILY HEALTHCARE

Data-driven growth: Multicare unlocks
insights with Qlik®

mtc
MICROPINNACLE
TECHNOLOGY CORPORATION

About Multicare Pharmaceutical Philippines Inc.

Multicare Pharmaceutical Philippines Inc. (Multicare), one of the nation's fastest-growing pharmaceutical firms, ranks among the top five branded generic players. Serving healthcare providers, clinics, patients, and major pharmacy chains, Multicare manages thousands of daily transactions through over 200 medical representatives and distributors across the country. Previously, its BI processes were manual, error-prone, and reliant on a small team using Excel, which made sales tracking difficult

Qlik transformed Multicare's workflow, eliminating manual and time-consuming consolidation. Its portability feature gives teams access to real-time data on mobile devices and instant visibility into performance and target achievement.

"We can now support the company and its people better, instead of getting stuck with data crunching. We can serve more people and make a difference without wearing ourselves out."

Julie Ann Catalan, Commercial Excellence Manager, Multicare Pharmaceutical Philippines Inc.

Customer Name
Multicare Pharmaceutical Philippines

Industry
Life Sciences

Geography
Manila, Philippines

Function
Sales

Challenges
- Improve resource allocation and productivity of field staff
- Build operational visibility of sales data to track performance
- Enhance monitoring of inventory and customer feedback

Solution
Deployed Qlik Sense® to automate data collection and analysis, while creating meaningful insights for better commercial decisions.

Results
- Significant time-savings achieved for efficient resource allocation
- Cost savings on operational expenditure with automation
- Single view of data for meaningful insights and swift business decisions

Inefficient and time-consuming data collection and analysis

With a customer base spanning the entire archipelago and thousands of transactions being managed daily by more than 200 sales staff serving healthcare providers, clinics, patients, and major pharmacy chains, ensuring efficiency and accuracy is critical to maintaining customer trust.

Before migrating to Qlik, Multicare's business intelligence process was entirely manual; time-consuming, error-prone, and heavily reliant on a lean data analytics team. Sales and incentive payout data had to be collated and analyzed manually, graphs were created from scratch, and information arrived sporadically from multiple locations. Consolidating these reports delayed insights and slowed decision-making.

In fact, data collection and analysis often rested on just one or two people, who relied on Excel and Access for manual data crunching. This limited visibility into team performance and made sales tracking difficult.

"In 2014, I was the only one handling all information systems and processing sales team data. If I went on maternity leave, no one else could manage it," recalls LJ Lamano, Business Intelligence Officer at Multicare.

Time-saving solutions free up crucial resources

Recognizing the need to modernize its processes, Multicare turned to Qlik to transform its business. The company first adopted QlikView® in 2014 and, in 2022, upgraded to Qlik Sense with support from Qlik Partner, Micropinnacle Technology Corporation (MTC), migrating to a more advanced system for uploading and analyzing data.

"In the past, you had to extract information, crunch it, calculate it, check if parameters were right, and then validate manually, which was an error-prone process," explains Julie Ann Catalan, Commercial Excellence Manager at Multicare.

With Qlik, information is available to view via mobile phones and tablets, allowing teams to look at analytics and measurements easily, making portability a game-changer. Staff have instant access to real-time data without routing through the operations team, giving them instant visibility into performance and target achievement.

With MTC's help, Multicare automates data uploads into Qlik, eliminating the need for dozens of Excel spreadsheets and manual consolidation. Sales, incentive payouts, and customer information are now captured securely, in one view, and presented with far greater clarity.

Multicare recently initiated the integration of its customer relationship management (CRM) system in Qlik Sense to remove another layer of manual work. This will further help Multicare study customer engagement and correlate this versus sales results.

Qlik's flexibility further supports Multicare's needs. Teams can easily customize parameters for sales analysis, adjust for area configurations or territorial coverage, and include historical data that was previously excluded. With near-real-time insights, Multicare can make faster, more informed commercial decisions.

Qlik achieves 20% savings in Multicare's expenditure

Multicare's investment in Qlik—both in technology and people—has delivered measurable results, including an estimated 20% savings in data support and service expenses. Qlik has empowered Multicare to cut inefficiencies, allocate resources more effectively, and achieve cost reductions that were previously unattainable with manual processes.

Automation now drives the daily generation of critical reports and insights, enabling more efficient resource allocation and business continuity. Operations continue smoothly without delays or added costs.

"Because we have Qlik, I was confident that the business would run well, it's reliable," says Catalan, recalling a period when she covered for Lamano whilst on medical leave and was relieved to have Qlik.

Both regard Qlik as a valuable 'member' of the organization, supporting over 200 field staff, more than 30 sales managers, heads of departments, and the senior leadership team. In the past, compiling historical sales data for distributors and management could take weeks. Today, that same process is completed within a day or even half a day.

With faster data delivery, managers can track performance in real time, quickly directing teams that are not meeting targets. Distributors too, benefit from accurate, timely insights in the field. Qlik's customized dashboards provide flexibility and agility, empowering users to better understand information and make faster, smarter decisions. Crucially, the data is timely, not outdated, when it reaches them.

Looking ahead, Multicare plans to explore AI integration and expand its BI process to include other important information such as market data, sales manager coaching, and more relevant data critical for efficient sales operations.

By studying the performance of individual products in the market, for example anti-gout medicine, the company can evaluate distribution channels, identify bestsellers, and refine strategies to grow revenue.

In summary, Qlik's ability to ingest and process vast volumes of data has given Multicare both visibility and efficiency, enabling swift, confident decisions, operational excellence, and superior customer experiences.

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.

qlik.com

About Micropinnacle Technology Corporation

Micropinnacle Technology Corporation (MTC) is a premier IT solutions provider dedicated to delivering innovative data management solutions. Founded in May 2009, MTC has evolved from a small partnership into a recognized leader in the field of data management, committed to enhancing operational efficiency and driving business success for its clients across various industries.

mtc.com.ph