DSPanel Customer Evidence
Medstop AB

▷ Canvas Planning: Delivering added value to decision support systems

Overview

Industry: Healthcare
Region: Nordic
Country: Sweden
www.medstop.se

Customer Profile

Medstop AB is headquartered in Stockholm Sweden. Medstop runs 62 pharmacies around Sweden. Medstop has forecasted a turnover in 2011 to be between 2-3B SEK. MedStop has over 1000 employees working in both their headquarters and their retail pharmaceutical outlets. Medstop AB has 10% market share in the Swedish pharmaceutical market.

Business Situation

Medstop needed a dashboarding solution that would allow middle management to see up-to-the minute information every day.

Key Challenge

They needed a sales reporting and dashboarding solution that could be implemented in less than a month and the solution has to have a very low learning curve. They also realized they would need a financial reporting tool as well. To add to these constraints, Medstop wanted to be able to process the information stored in their pointof-sale database, in cube form, every 5 minutes.

Solution

Medstop is using Canvas Planning in SharePoint and with SQL Server Reporting Services. One of the most important features for Medstop was the possibility to integrated Canvas Planning with Reporting Services, giving them the ability to have dashboards and detailed data in a few clicks.

Results

The tool helps the Operations department on their quality controls and operations monitoring. Also, the tool provides valuable information to the marketing team, showing what vertical markets are growing and the ones that are not. User iteration and training nowadays are much easier than before. The next step in the process will be combining the data from their old point-of-sales system with the new system they are installing. With Canvas Planning, this will not be a problem, as the system is flexible and can integrate into multiple platforms.

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" Medstop has the best operating margins in the Swedish pharmaceutical market according to the latest available figures, and an important part of that has been creating a decision support system using Canvas Planning. "

Kjell Dahlberg
Business Controller, **Medstop AB**

Business Situation

Medstop has used DSPanel's Portal Edition in the past and were keen to continue using a product line they were familiar with. Medstop needed a dashboarding solution that would allow middle management to see information every day. They needed up-to-the-minute information from their point-of-sales systems regarding sales, product costs and the number of products being moved per minute, per cashier.

Key Challenge

With the breakup of the Swedish pharmaceutical monopoly in 2010, Medstop had to act very quickly in order to take advantage of the business opportunity this breakup had afforded. Medstop wanted to buy 62 shops from this breakup and get them up and running as soon as possible.

They realized they had no system for statistical analysis and they only had one month to get everything in place. They needed a sales reporting and dashboarding solution that could be implemented in less than a month and the solution has to have a very low learning curve. They also realized they would need a financial reporting tool as well. To add to these constraints, Medstop wanted to be able to process the information stored in their point-of-sale database, in cube form, every 5 minutes.

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Solution

Medstop decided to go with Canvas Planning as they had used Portal Edition in the past. Canvas Planning was integrated with their point-of-sales system, enabling Medstop to track sales in real-time, make forecasts, set accurate targets and also save money in buying process. DSPanel's reseller, Cadeia, packaged consulting with the product, which allowed Medstop to keep to their one month implementation timeline.

" This was one of the quickest implementations we have done and one of the most complex but Canvas Planning was flexible enough so integration was easy. Canvas Planning enabled us to solve our customer's problems and continuously help them improve their business."

Anders Bölenius
Business Consultant, **Cadeia**

The complete timeline of implementation was: on the 1st December Medstop purchased Canvas Planning, on the 8th of January they bought the pharmacies and began the implementation process, finally by the end of January they had consolidated their financials using Canvas Planning.

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Results

With Canvas Planning Medstop has been able to add consolidation functionality to their financial reporting. Medstop had asked for this feature and three days later they were able to start the consolidation process.

Medstop was also able to describe how they wanted their budget process to work and in two weeks, Canvas Planning had been setup to fit their exact budgeting process specifications.
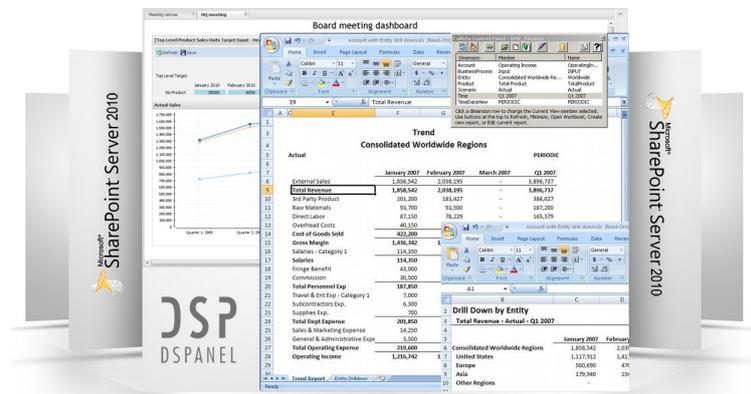
Business rules editing is done within excel

With over 100,000 records created a day, 62 shops, and rapidly changing information, this was one of the most complex and yet quickest implementations Cadeia had performed. The next step in the process will be combining the data from their old point-of-sales system with the new system they are installing.

With Canvas Planning, this will not be a problem, as the system is flexible and can integrate into multiple platforms.

About DSPanel visit **www.dspanel.com**.
To contact DSPanel info@dspanel.com or call +46 8-669 03 40.

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