



WYETH

ENABLING CHANGE WITH AN ENTERPRISE PORTAL AND SOA STRATEGY

QUICK FACTS

Industry

Life sciences – pharmaceuticals

Revenue

US\$22 billion

Employees

60,000

Headquarters

Collegeville, Pennsylvania

Web Site

www.wyeth.com

SAP® Solution and Services

SAP NetWeaver® technology platform

Implementation Partner

DataEdge Consulting

Wyeth, one of the world's largest pharmaceutical companies, knows how to use heterogeneous technologies to open new business opportunities. The company implemented a combined portal interface and enterprise service-oriented architecture based on the SAP NetWeaver® technology platform, which helps Wyeth quickly create powerful applications that open lucrative new sales channels. The award-winning Vaccines Online Ordering Portal, for example, eases the ordering process for medical professionals while saving Wyeth time and expense.

Key Challenges

- Respond quickly to market demands despite increasing government regulations
- Employ the optimal mix of SAP® and non-SAP applications in solution development
- Achieve competitive advantage against intense generics competition
- Build revenue despite declining face-to-face access to healthcare professionals
- Provide a visually stunning Web interface that makes ordering simple and appealing

Implementation Best Practices

- Identified best practices – including methodology, governance, training, and so on – that made the implementation successful
- Achieved partnership between IT and business unit
- Built a base of reusable applications and business services
- Made the user interface very visually appealing, inviting, and easy to use
- Masked complexity of underlying applications from users

Financial and Strategic Benefits

- Built new, highly profitable sales channel
- Captured specific customer information for use in targeted marketing
- Attained positioning to quickly respond to market shifts
- Achieved distinct competitive advantage

Why SAP Was Selected

- Ability to combine best-of-breed SAP and non-SAP applications and databases
- Deployment ease and speed
- Strength of functionality

Low Total Cost of Ownership

- Used strategy combining the SAP NetWeaver® Portal component and service-oriented architecture to quickly knit together SAP and non-SAP applications
- Cost-effectively combined the best attributes from multiple disparate applications
- Built reusability into all processes
- Built an agile, flexible platform that supports rapid application deployments and future enhancements

Operational Benefits

| Key Performance Indicator | Impact |
|--|--|
| Number of sales reps needed | - 22% |
| Number of customer e-mail addresses produced | + 2000% |
| Average time customers spend on site | + 400% to 700% |
| Time for customer to place order | From days, weeks, or months to minutes |



“Our strategy using SAP NetWeaver Portal and service-oriented architecture lets us combine the best of what SAP and other software industry leaders have to offer in ways that deliver maximum benefit to the business.”

Pete Lagana, Director of SAP eSolutions, Wyeth

Wyeth has a long history of pioneering developments in pharmaceuticals and biotechnology, with leading products in women's healthcare, neuroscience, musculoskeletal disorders, cardiovascular therapy, vaccines and infectious disease, hemophilia, immunology, oncology, and nutritionals. Household-name Wyeth products like Advil, Centrum, and Robitussin are among the best-selling medicines in the world.

An Appreciation of the Ability to Change

Central to Wyeth's culture is its ability to change to meet the shifting demands of its dynamic market. The company demonstrated this ability in recent years by transforming itself from a holding company with a diverse product portfolio into a research-driven pharmaceuticals firm focused on accelerating medical innovation globally.

The same appreciation of agility applies in Wyeth's IT environment, which includes many special-purpose, best-of-breed applications as well as single instances of the SAP® ERP application, the SAP NetWeaver® technology platform, and the SAP NetWeaver Business Intelligence component. Pete Lagana, Wyeth's director of SAP eSolutions, knows that none of these applications by itself is enough to meet the many challenges of the marketplace, such as increased competition, lower prices and margins, and declining contact between

customers and sales reps. Rather, Lagana believes the most effective response is often combining SAP and non-SAP software into composite applications and deploying them quickly and economically.

Lagana and his team have developed a combined portal and service-oriented architecture (SOA) strategy as the foundation for the composite applications necessary to meet the market's challenges. Through Lagana's vision, Wyeth has a library of application services within its enterprise SOA, followed by a set of business services that use these application services as building blocks. By orchestrating the business services into cross-application and cross-functional business processes, Wyeth can rapidly deploy composite applications through a visually appealing portal that delivers benefits for its customers and itself.

The “Virtual Sales Rep” Portal

The first of these composite applications – called the Vaccines Online Ordering Portal, or the Virtual Sales Rep – is an e-commerce Web site that allows doctors and other healthcare professionals to place product orders more quickly and conveniently than before. Rather than waiting to meet with sales reps, customers have a powerful, easy-to-use, electronic alternative. Furthermore, Lagana realized that by personalizing and simplifying the online experience, Wyeth could build strong relationships that increase customer loyalty while delivering information for

targeted marketing. Doctors save enormous amounts of time, and Wyeth saves costs while increasing revenue. The public-facing portal, www.wyeth.com, designed and delivered by Lagana and his team, is such a critical value driver to all involved that it has received several awards from health and pharmaceutical industry groups such as the Medical Marketing Association.

A Platform for Ready Incorporation of Improvements

The building-block approach makes it easy to swap services in and out, greatly facilitating the redeployment of applications like the portal for different purposes. Since most of the application remains intact, the time and effort required are minimal compared with traditional repurposing techniques. And with Lagana's vision and guidance, Wyeth can plug in new underlying applications in days that used to take weeks or months with conventional architectures. As a result, it is much easier to keep these composite applications as state of the art and ever-growing in functionality. With the combined portal and SOA approach, along with the application and building services that rest on top of it, Wyeth has the platform in place to move forward on its plans for enhancing the Virtual Sales Rep and developing new composite applications – executing on its commitment to change.



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