



Monarch - Just What the Doctor Ordered for Pfizer!

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Romarc Baty
Pfizer

Most of us have found ourselves in hospital or in need of medication at some point in our lives but how many of us think about where our medicine actually comes from? For the majority of us, we will have had a prescription medicine developed by Pfizer. This is because Pfizer provides a massive 2.7 million British people with medicine every day, making them the largest supplier of medicines to the NHS. Employing 90,000 people in 180 countries, it delivers medicines developed by industry-leading research operations to doctors, nurses, hospitals and pharmacists.

Pfizer Limited is the principal UK subsidiary of Pfizer Inc and has been in operation for the last 50 years. It is divided into three divisions; Worldwide Pharmaceutical Operations (WPO), Pfizer Animal Health (PAH) and Pfizer Global Research & Development (PGRD). Together they work towards providing people and animals with longer, healthier lives. In the UK alone, Pfizer spends £550million on medicine research and development and has more than 4,000 staff.

Romarc Baty began working for Pfizer in 2006. Located in Dublin, Romarc works for the accounts receivable department for France which employs approximately 300 staff across the entire company. Accurate reporting was crucial for Romarc in order to maintain an efficient accounts system. Like many companies, Pfizer used Oracle reports which arrive in an impressive print format but can be troublesome to work from as Romarc found out; "When I first arrived we used to manually convert data into Excel spreadsheets, this was a very slow task. Eventually, as more and more huge European markets came on board we decided this process was no longer adequate."

Following recommendations from his colleagues, Romarc decided to learn about Monarch which was already being used on a limited basis in other departments. Romarc still knew little about the full potential of Monarch so when Datawatch, the producers of Monarch, invited him to a training session in early 2008 he decided to attend. "When I was invited to the training session, run by Steve Caiels at Datawatch, I immediately understood the advantages of the software. I took full responsibility for pitching the concept to our managers."

Monarch is a desktop report mining application from Datawatch, a leading provider of business intelligence, enterprise reporting and data transformation. It is currently on its tenth version. Used by over 35,000 organisations worldwide, it allows users to extract, filter, manipulate and export data which was previously stuck in existing reports - giving users like Romarc complete control over their data. Monarch Professional has added benefits which include being able to mine data from PDF files and import and combine data from virtually any corporate database, spreadsheet, desktop database, HTML files or other data sources.

Monarch was initially used on a limited basis at Pfizer who only had an 8 user network. However when Romarc saw the power of Monarch and the advantages it can provide, he made sure the company expanded its use to many other departments. Romarc continues; "I can now create models using Monarch for all Oracle reports that we use on site. It has saved us a huge amount of time and money. It used to take us hours to manually extract all the information we needed from a huge report, now it takes us a matter of seconds."

Pfizer has purchased Monarch V10 Pro from Datawatch, as well as additional maintenance which provides technical support and annual upgrade protection meaning Romarc can derive automatic benefits when new versions become available. They have also increased their Monarch licences from an 8 user network to a concurrent licence meaning up to 100 Pfizer employees can access Monarch.

Romarc concludes that his decision to expand the use of Monarch in Pfizer was greatly influenced by the training he received;

"The training by Steve Caiels was simply wonderful. I understood software that I had never seen before and was able to appreciate exactly how Monarch could improve the way I work, even though English is not my first language. Moreover Datawatch are always there to help."



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