



Overview

Country / Region: Denmark and USA

Industry: Life sciences

Customer profile

Exiqon A/S is a leading life sciences company headquartered in Danish Medicon Valley. The company employs over 130 people and in 2009 reported the revenues of 82 million DKK. Exiqon's products are based on the proprietary LNA™ technology.

Business situation

Exiqon A/S is a small sized company with complex international operations and over 60 000 different life science products for sale and a diagnostic R&D pipeline. This produces an enormous amount of business data for financial analysis. A comprehensive Business Intelligence system with online data presented to all levels of the management has allowed high quality oversight of the daily operations.

Solution

Based on Microsoft Office SharePoint® Server 2007, Microsoft SQL Server Reporting Services and other supporting Microsoft technologies the has company developed and deployed a Business Intelligence portal. It gathers all the crucial company financial information in a form of management dashboards integrating data from all the operation streams in the context of the company value chain across two operating segments. Associated processes are mapped in share point and support KPI (Key Performance Indicators)/KRIs (Key Risk Indicators).

Benefits

- Scalable integrated solutions to support growth strategy
- Easy online access to the latest operational and financial data for manager on all levels
- Easy in depth executive oversight of complex business

Exiqon's growth strategy supported through Business Intelligence Systems

“For Exiqon a listing on the NASDAQ OMX Stock Exchange led to increasing financial reporting obligations and the means to realize an ambitious growth strategy. We achieved our goals by empowering all managers through data access and financial accountability enabled by a new IT platform. The strategy proved successful when integrating a U.S. acquisition of similar size only 9 months after the IPO. We have since expanded functionality across all parts of the value chain to map our processes and include KPI/KRIs that allows managers to monitor day-to-day operations in addition to financial performance. Consistent step-by-step development of our infrastructure, has delivered professionalism at modest cost.”

Hans Henrik Chrois Christensen, Chief Financial Officer, Exiqon A/S

Exiqon A/S is a text book example of a modern technology based company with international operations facing the challenges that come with being a small sized public company operating across three time zones in two business segments and having a product offering that exceeds 60,000 product combinations for life science research use.

Keeping operational control and track of pricing, cost, and profits across the value chain while aiming to grow aggressively provides considerable challenges for all aspects of the business.

Adopting an IT strategy with focus on integrated solutions and a common platform, including SharePoint, a data warehouse and BI has allowed for online access to financial data for all managers in the organization, process mapping to support quality controls in manufacturing and R%D, access to operational KPI/KRIs. Executive management has obtained easy online access to live data and can now oversee all aspect of a complex business model.

Exiqon A/S and its IT solution provider, Infoprojekt, have jointly designed a customized the company's solution based on the Microsoft Office SharePoint® Server 2007 Excel Services and Microsoft SQL Server® 2005 Reporting Services.

“One of the key elements of the success, of our IT strategy, was that we early formed the strategy to support the entire value chain, we did that by choosing one common and shared platform and infrastructure. This also made the day to day work in the IT department easy and we could streamline the IT processes in a way that you seldom get the chance to do. Looking back today the power of the technologies proved to make the efforts worthwhile.”

Niels H. Sorensen, Director Group IT, Exiqon A/S

Situation

IPO led to increased financial reporting obligations

In May 2007 Exiqon completed a successful IPO's on NASDAQ OMX in Copenhagen. In the process of preparing for the IPO, a new IT strategy was developed to support the increased financial reporting obligations that would apply to the company once public and support the company's growth strategy.

Corporate transformation supported by IT strategy

The company's IT strategy was designed to support the company's growth through empowerment of managers at all levels, financial transparency in a “One Truth” culture and optimization of processes, and procedures including budget processes and monthly deviation reporting by all managers.

Building on the Microsoft SQL Server 2005 that was already in place, Exiqon achieved quality in its financial data through implementation of Microsoft Dynamics AX. Access to data for all management levels was provided online using Microsoft Reporting Services. SharePoint is used as the common interface for the company's intranet which provides access to financial data key process that have been mapped in SharePoint across the value chain.

Seamless Integration of acquisition through data warehouse

Faced with a cross boarder acquisition only 9 months after its IPO, Exiqon's new IT strategy was put to the test in 2008 when the company acquired a privately held oncology firm based in California (+9 hours difference in time zones) of similar size of similar size named Oncotech Inc.

The acquisition target, Oncotech Inc., was using Microsoft Dynamics SL (Solomon). Through implementation of a data warehouse solution, Exiqon achieved a seamless technical integration that combined Microsoft Dynamics AX and SL. Establishing the data warehouse allowed Exiqon to extend its Microsoft Reporting Services through its SharePoint based intranet to the new organization and focus on value adding aspects of the integration of both companies, such as alignment of process and procedures. The data warehouse solution also paved the way for implementation of a BI solution.

BI provides the desired functionality including KPI/KRIs

Once the exchange of financial data through extension of Exiqon's SharePoint based intranet was in place and financial processes and procedures aligned, Exiqon implemented Business Intelligence based on Microsoft technologies to supports the entire value chain internally and externally. In addition to financial data, KPI/KRI's are now shared online throughout the value chain and accessible to all management levels.

“During the initial stages of the company’s development, we would analyze financial data in separate ERP systems and exchange Excel reports. With the new BI system in place, the big picture on a group basis is just one click away.”

Bo Danner Henriksen, the Financial Officer at Exiqon A/S.

“One of the key benefits of the single integrated IT platform is that we can choose solution providers and support operations world-wide because we have a large and proven global partner in Microsoft.”

Niels H. Sorensen, Director Group IT, Exiqon A/S

Solution

The corner stone of Exiqon solution is an IT strategy that builds on a vision of one single platform for IT and a shared infrastructure that will support IT needs across the value chain and business processes, and provides high functionality at modest cost and low maintenance.

Exiqon made the decision to go for a complete Microsoft solution. The company’s ERP solutions was based on Microsoft Dynamics and other systems that were needed to support management at different levels of the company have been added and integrated to the ERP solution; Intranet, Microsoft Reporting Service, CRM, Extranet; Web shop and Business Intelligence.

Operations cover three zones and the company addresses markets globally and therefore needed proven solutions that could be supported 24x7x365 all over the world. This was achieved through the Microsoft solution.

The choice of Microsoft also allowed Exiqon to choose between many IT suppliers and contractors and benefit from the freedom to source the best possible solutions globally.

Exiqon A/S, a Danish company, and its Polish IT solution provider, Infoprojekt, have jointly designed a customized the company’s solution based on the Microsoft Office SharePoint® Server 2007 Excel Services and Microsoft SQL Server® 2005 Reporting Services.

Benefits

Today, Exiqon can easily add new systems, solutions and components step-by-step without having to spend time and efforts worrying about integration.

The solution allows executive management to quickly gain a big picture understanding of the company’s performance and terms of both financial figures and operating results across the value chain.

Another key benefit of the single integrated IT platform is that having a large and proven global partner in Microsoft, Exiqon can focus on operations and its core competences.

Integration and development step by step approach through partners

The selected technology based on Microsoft Office SharePoint® Server 2007 Excel Services and Microsoft SQL Server® 2005 Reporting Services gives the developers ability to quickly deliver impressive results. Out of the box features not only provide the users with the integration mechanisms, but also include many visual effects available in Excel. With very good understanding between partners, Exiqon and Infoprojekt’s pilot version has been delivered and deployed just after three weeks since the first talks. The very positive adoption of the first results showed that this approach perfectly fits into Exiqon’s Value Chain and continuous improvement brought us currently

to the fully mature Business Intelligence system.

Comprehensive solution

Thanks to consistent IT strategy of Exiqon, the company has achieved a solution with very high functionality at modest cost. Basing all solutions on Microsoft products has allowed new solutions to perfectly fit into each

other. Many system integration problems which usually arise during such projects have been avoided because they were addressed by Microsoft at the product design stage.

Framework based development

The first project stage has resulted in creating the framework for the further solution development. During this step all the integration mechanisms were created as well as visual components to display KPIs, charts and reports. The next parts of this project were concentrated around the business needs, as all the technical problems were solved. Further talks covered what else could be controlled with the developed components and who else should be involved in monitoring the company performance.

Distributed risk control points

The described here Business Intelligence system is based on a set of KPIs supported by various charts and reports. However its philosophy not only relies on the

indicators for the top management, but it also requires the lower management to take the responsibility for the overall company performance. Each level in the company hierarchy has clearly assigned business goals and indicators to monitor whether the company is targeting for the goal. In the new BI system employees have got the KPIs already defined as well as the tools to monitor them and to have a chance to react upfront. The precise monitoring on the lower level increases the confidence that no unexpected situation arises on the upper level.

Highest level of reliability

Since the first production roll-out the solution is used by more and more people within the company, so its reliability became of the highest importance. To achieve it, the multi step approval process was introduced. Manual testing is supported by custom made automation tests that run continuously to validate the results provided in the reports, charts and indicators. Every night thousands of validation operations are executed and brought to the responsible people in a form of Data integration report.

For More Information

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-

9400. In Canada, call the Microsoft Canada Information Centre at (877) 568-2495. Customers who are deaf or hard-of-hearing can reach Microsoft text telephone (TTY/TDD) services at (800) 892-5234 in the United States or (905) 568-9641 in Canada. Outside the 50 United States and Canada, please contact your local Microsoft subsidiary. To access information using the World Wide Web, go to: www.microsoft.com

For more information about Exiqon A/S products and services, visit the Web site at: www.exiqon.com. For more information about Infoprojekt sp. z o.o. services, visit the Web site at: www.infoprojekt.pl.

Microsoft Office System
The Microsoft Office system is the business world's chosen environment for information work, providing the programs, servers, and services that help you succeed by transforming information into impact.

For more information about the Microsoft Office system, go to: www.microsoft.com/office

Software and Services

- **Microsoft Office**
 - Microsoft Office Enterprise 2007
 - Microsoft Office SharePoint Server 2007
- **Microsoft Server Product Portfolio**
 - Microsoft SQL Server 2005
 - Microsoft Dynamics AX

■ **Technologies**

- Active Directory
- Excel Services in Microsoft Office SharePoint Server 2007
- Microsoft SQL Server 2005 Reporting Services
- Microsoft SQL Server 2005 Integration Services