

MEDTRONIC

UNIVERSITY MAASTRICHT

BUSINESS INTELLIGENCE

MARCEL KROUWEEL
BI TEAM – IT SHARED SERVICES EMEA

Medtronic
Further, Together

AGENDA

BI STRATEGY MEDTRONIC

1. Introduction Medtronic
2. BI Strategy Medtronic
3. Medtronic use case “Go to Market”
4. BI – Assignment
5. Data Clarification

MARCEL KROUWEEL – A SHORT INTRODUCTION

Senior Manager
Business Intelligence
EMEA Region

@Medtronic since July 2016

@Vodafone for 18 years

BI roles for
Customer Services,
Marketing & Finance

University Maastricht
Econometrics

Married & 2 kids



TAKING HEALTHCARE
FURTHER, TOGETHER



Medtronic

MEDTRONIC INTRO MOVIE

Browser address bar: <https://videolibrary.medtronic.com/vportal/VideoPlayer.jsp?ccsid=C-a6fb843d-a0ab-442b-b0a0-afbec89723f7:-1#>

Browser tabs: Homepage - BISS, #

Browser menu: File Edit View Favorites Tools Help

Browser extensions: Cornerstone, DTS, workbook PPM Dashboards, Supply Chain BI and Analyt..., BI launch pad - Local (Dev), BI launch pad - Local (Prod), BI launch pad - Local (Test), BI launch pad (Global), BI Portal EMEA


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Heartbeat of Healthcare

Posted by: **berggd1** | Friday, April 6, 2018 8:17 PM | 1386 views
Overall: ★★★★★ (1) | Your rating: ★★★★★



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Info

Heartbeat of Healthcare

Global Brand Marketing has released a new company video titled, "Heartbeat of Healthcare." Use it to help your audiences understand who we are and what we do. You can access this and other marketing materials on Brand Central.

Tags:

Add additional tags

Commentary (0) Timeline Comments

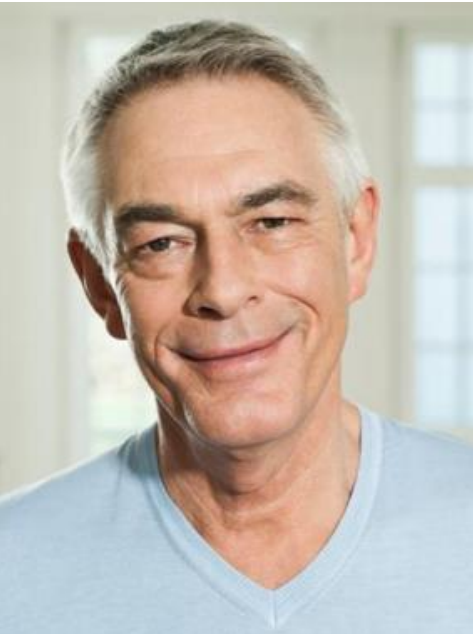
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Author

David Berggren
Contact David More videos from David

Windows taskbar: 15:39 23-4-2018

THE FUTURE OF HEALTHCARE REQUIRES WE STRIVE TO ADDRESS UNIVERSAL HEALTHCARE CHALLENGES



**POPULATION IS
AGING**



**A RISE IN
CHRONIC DISEASES**



**PAYMENT AND
DELIVERY SYSTEMS
THAT **REWARD**
VOLUME OVER VALUE**



**GOVERNMENT
POLICIES AND
REGULATORY
SYSTEMS THAT
IMPACT
INNOVATIONS
+ TIME TO MARKET**

TAKING HEALTHCARE FURTHER, TOGETHER THROUGH PROGRESS AND PARTNERSHIP



1

MEANINGFUL
INNOVATION

2

ALIGNING
VALUE

3

GLOBAL
ACCESS

MEDTRONIC FACTS AND STATS



Number of employees:
85,000+



Number of countries operating in:
160+



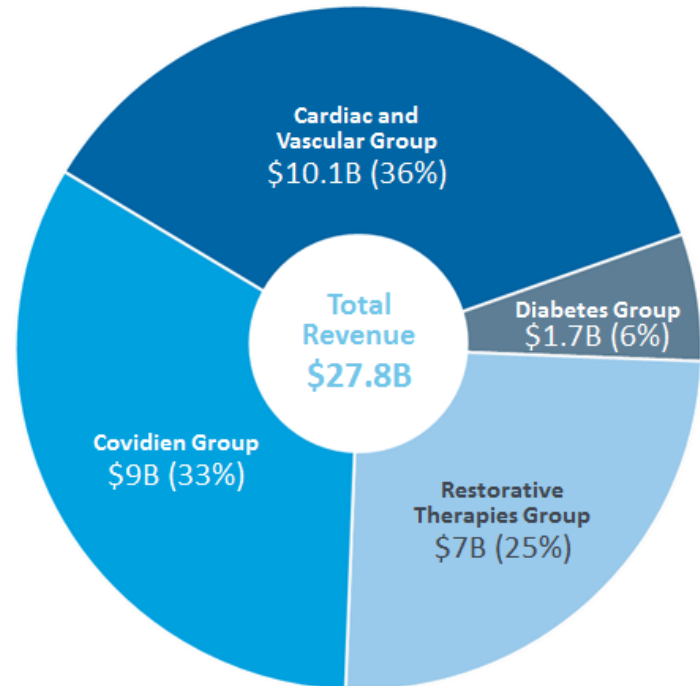
Number of patents:
53,000+



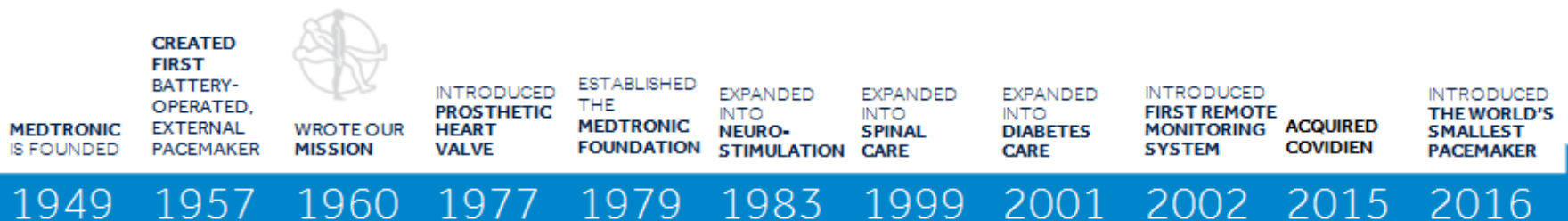
Research and development spend:
\$2B



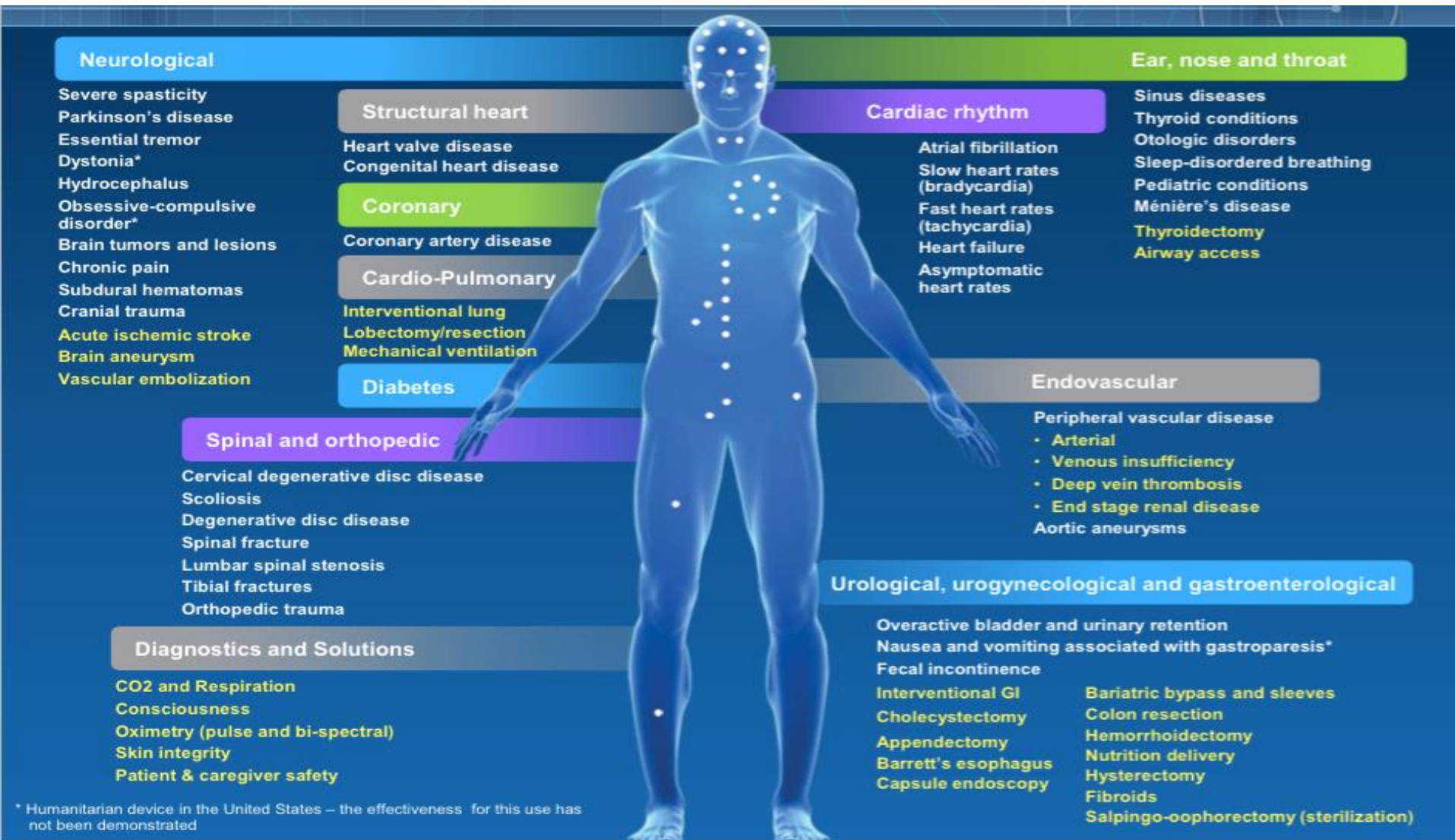
Charitable contributions:
\$80M



Information reflects Medtronic fiscal year 2014 data and Covidien fiscal year 2014 data.



Connecting What We Do with What People Need



HEERLEN – EUROPEAN OPERATIONS CENTER (EOC)



Medtronic in the Netherlands



Average Age
40



Gender balance
50%



Illness
2.9%

MEDTRONIC

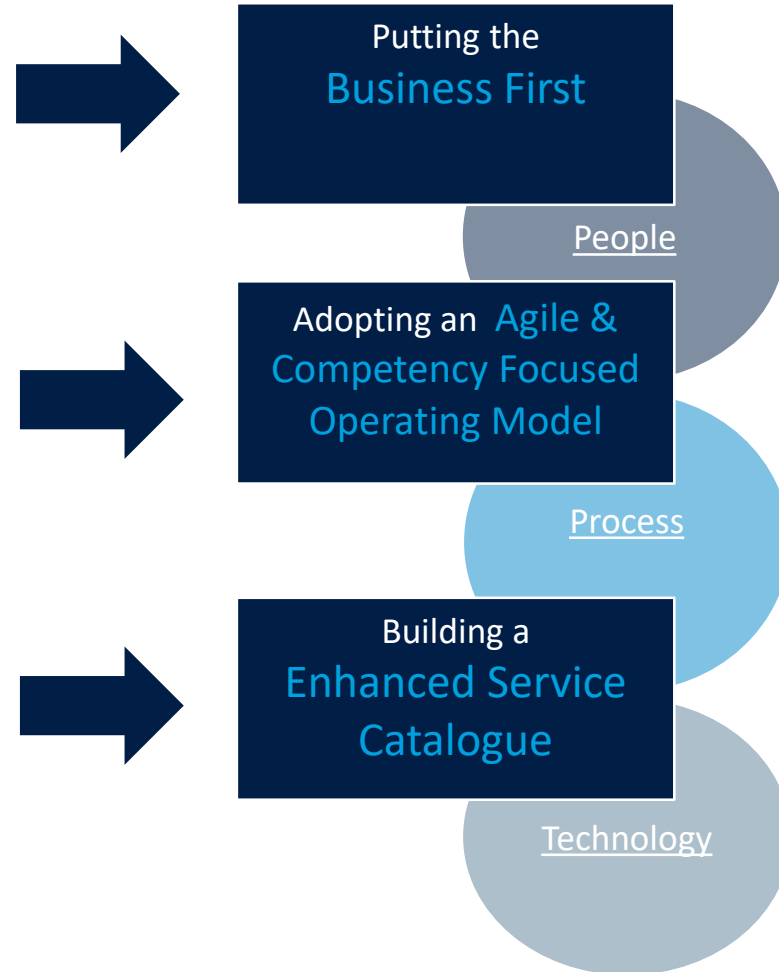
BUSINESS INTELLIGENCE STRATEGY

Medtronic
Further, Together

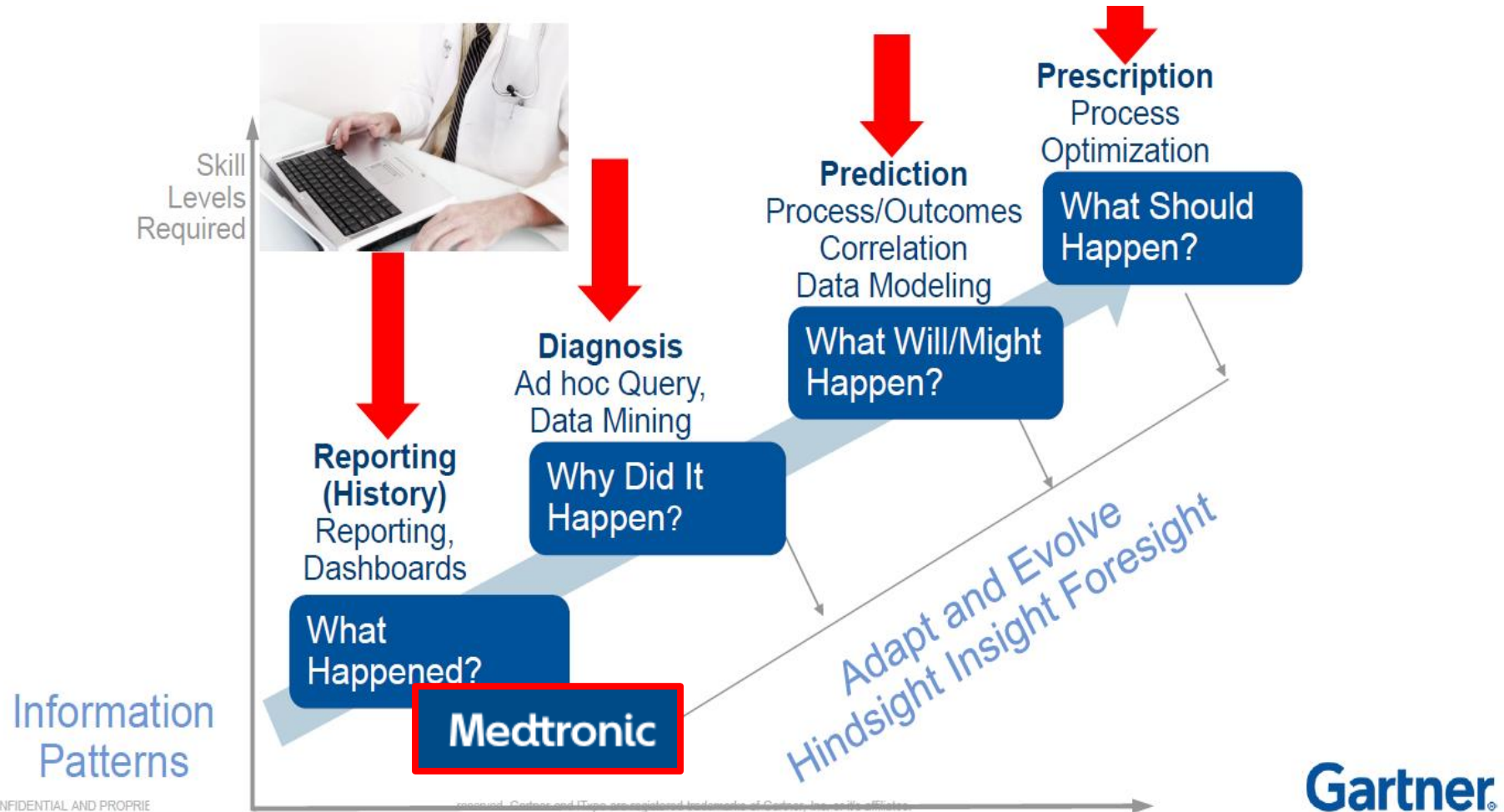
BI STRATEGY – EMEA TEAM

A mature business intelligence capability that delivers relevant data, analytics and visualization services to businesses and enabling functions across EMEA.

- **Goal #1:** Reposition BI as a business partner focused on delivering data and insights to enable informed decision making and operational efficiencies
- **Goal #2:** Establish an agile team with a balance of business and technical skills that can scale based on demand and deliver iteratively
- **Goal #3:** Mature and expand the current BI service portfolio to include data management, delivery, analytics and visualization services



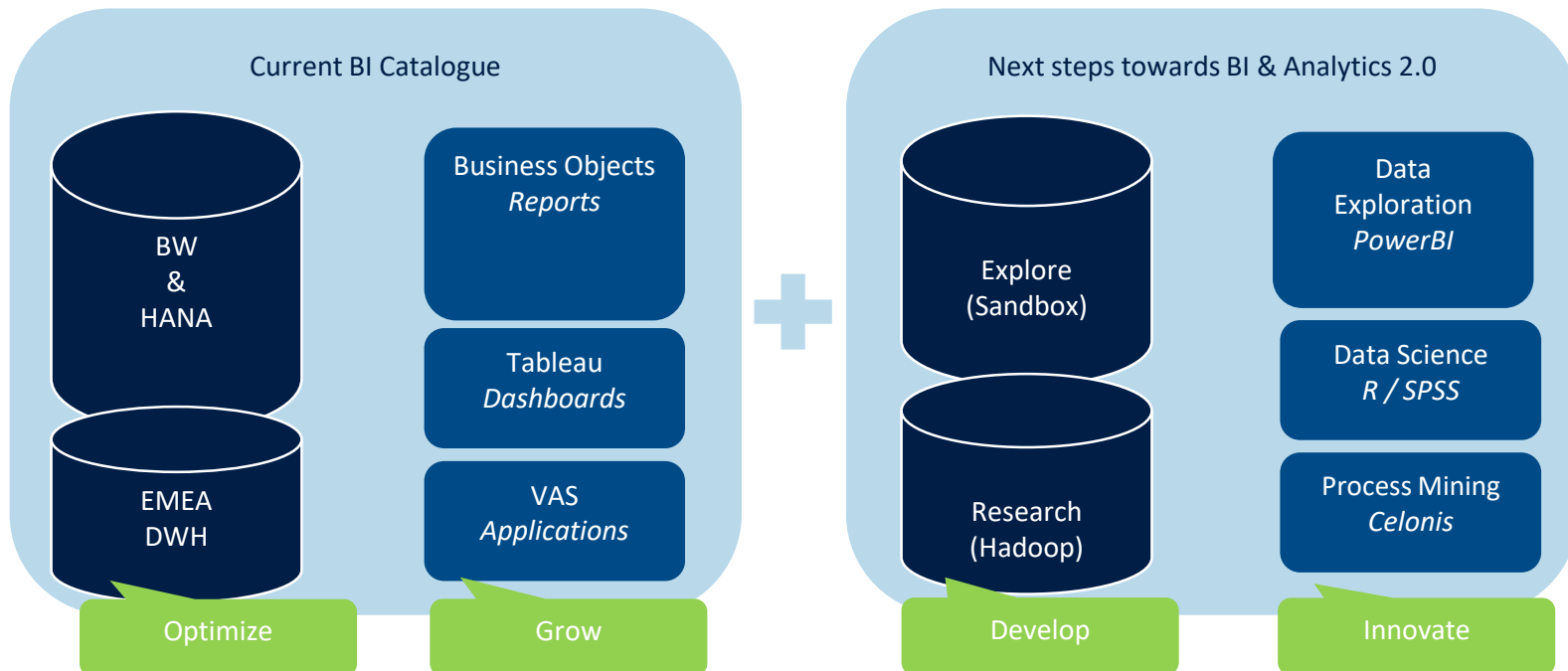
BI EVOLUTION TO ANALYTICS



EMEA BI & ANALYTICS STRATEGY 2.0

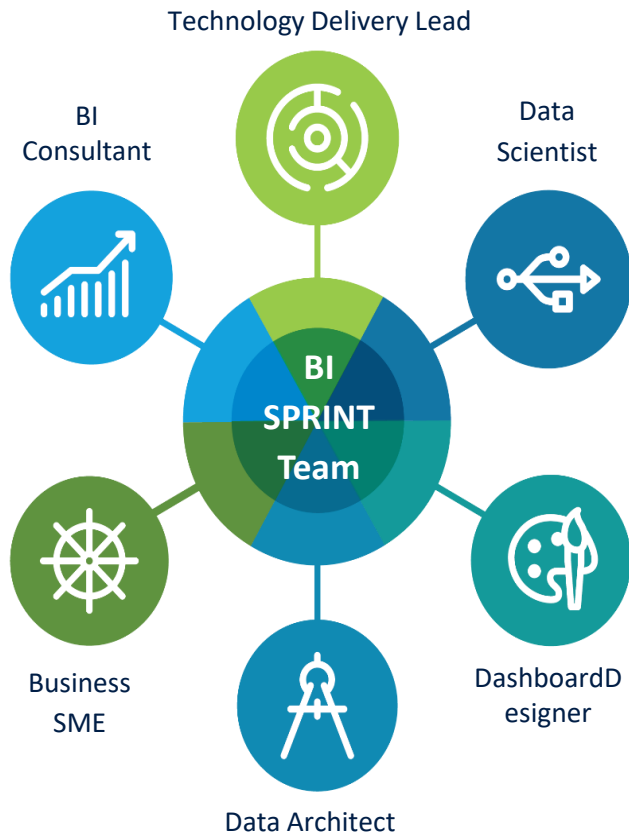
Key principles are established and will continue to further grow the BI Catalogue for the EMEA region.

Next steps are on establishing the Analytics foundation; supporting Self-Service data exploration and driving Data Science use cases



SPRINT APPROACH – BI & ANALYTICS PROJECTS

SPRINT TEAM



Sprint Work Stream Staffing & Activities

Technology Delivery Lead

Overall Lead – Deliverable tracking, daily stand-up chair

Team Engagement – Secure engaged resources

BI Consultant

Business Analysis – Process expertise

Training – User training & roll-out plan

Dashboard Designer

Clarify Requirements – understand business requirements

Dashboard Design – Design Dashboards & Reports

Data Architect

Solution Architecture – Data preparation

Data Governance – Data Quality & Availability

Business SME

Business Requirements – Functional documentation

Acceptance – User testing & acceptance

Data Scientist

Data Modelling – Define requirements, build data model

Statistics – Development algorithm, Test use case

MEDTRONIC USE CASE: BE THE BEST SUPPLIER TO WORK WITH...



... BY TRANSFORMING THE WAY WE OPERATE



CHALLENGES & ASSIGNMENT

- What are overall challenges for Medtronic?
 - Aligning Value
 - Many customers to be managed across many countries (3800 sales people in EMEA)
 - Sales teams organized by product sub-group by country
 - Customers see on average >10 different sales people of Medtronic per year
- Assignment
 - Drive new use cases to show where Medtronic can improve to align value
 - Customer Segmentation
 - Cross & Upselling opportunities
 - Customer Churn prevention
 - Predictive Analytics
- Be creative!
 - Enrich this data to your own insights (e.g. how to add potential data, customer experience)
 - The use cases are more important than the quality of the outcome

DATA CLARIFICATION

- Data of 24 months period
- Sales quantity on monthly level
- Split by
 - Period
 - Customer
 - Product
 - Business Group
 - Geography
- Data has been anonymized and randomized
- Data has been stored in 4 separate txt files with same structure

THANK
YOU

