

A background image on the left side of the slide featuring a financial chart. It includes a candlestick chart with blue and white bars, overlaid with a solid white line and two dotted white lines. At the bottom, there is a bar chart with blue bars of varying heights. The overall aesthetic is professional and data-oriented.

Simplifying marketing budget tracking and spend management to maximize effectiveness

Challenge

The finance function of a EUR 3bn pharmaceutical company primarily relied on Excel and manual reporting for marketing spend tracking and the associated management (e.g., correcting over- / underspend). This was error-prone and time-consuming for both Finance and Marketing.

Solution

Based on standardized SAP reports that are refreshed daily, we built a Power BI Dashboard that displays data according to a familiar cost center and brand hierarchy. In addition, we recreated familiar, formerly Excel-based, reports in Power BI that are refreshed daily.

Benefit

Marketing with 50+ users no longer tracks budget manually and accesses spend quickly through self-service. Finance no longer needs to prepare slides and Excel tables for discussion with the business counter-parts, and, in addition, can quickly react to critical changes through smart KPIs.