

SOS (Securing of Supply) - How One Global Pharma Manufacturer Reclaimed Three Days of Lost Planning Time with Anaplan?



The Pharma major operates extensively across Europe, focusing on Innovative Medicine and MedTech to improve patient health outcomes and healthcare system efficiency. The company maintains a strong regional presence, including a major EMEA Innovation Center in London and a Regional Global Services hub in Prague. It has a global workforce of approximately 138,000 employees.

CHALLENGE

SOS (Securing of Supply) - From Demand to Quota: Streamlining European Drug Supply Planning.

JNJ faced a dual challenge: a complex, manual allocation logic and an outdated technical infrastructure.

- **Infrastructure Debt:** Data was sourced from an aging Redshift environment, requiring a move to Snowflake.
- **User Fatigue:** The old Anaplan interface was cluttered, requiring users to navigate 7–8 complex steps to complete a task.
- **Logic Rigidity:** The system couldn't handle specific one-off use cases (like unique supplier requirements) without risking production data integrity.
- **Process Latency:** The turnaround time for planning and gap identification was too slow (3+ days).

SOLUTION

Keansa Solutions implemented a transformative Validated patient demand model with Quota calculation model.

Phase A: Strategic SOS Design

- **Validated Patient Demand (VPD):** Developed a model using 12 months of historical data to generate a statistical 3-month rolling forecast and User Override to finalise Forecast at Level of Product for each Country.
- **Quota Calculation:** Created Model to Split Product level Forecast to Customer level Quota based on historical sales and their ratios. Created a ranking mechanism (top 25%) and median normalization. This ensured that even when customer splits were adjusted to meet strategic targets, the total product demand remained 100% accurate.

Phase B: Technical Migration & UX Overhaul

- **Flawless Migration:** Relinked all production models from **Redshift to Snowflake** with zero downtime, maintaining full data integrity.
- **UX Revolution:** Migrated from Anaplan Classic to the **New UX**. We collapsed the 8-step workflow into a single, user-friendly dashboard focused only on essential monthly activities.
- **Targeted Logic:** Built-in "special supplier" use cases that allow for custom logic without breaking the main production flow.



OUTCOME

A faster, more efficient process.

- **Efficiency:** Reduced planning and gap identification turnaround from **3 days to just 1 day**.
- **Accuracy & Trust:** 100% data matching with historical records, giving users full confidence in the system.
- **Seamless Transition:** Completed a major technological shift (Redshift to Snowflake) without a single blockage in production.
- **User Adoption:** Reached 100% adoption; the "Monthly Activity" view simplified training and reduced the learning curve for business users.

See what Keansa can do for your business. Request a live demo today.

Talk to our expert