Leading Croatian pharmaceutical company optimizes its business with IBM
Cognos Software enables better planning decisions in Jadran Galenski Laboratorij

Split, Croatia, October 7, 2010 - IBM Croatia and "Jadran" - Galenski Laboratorij, a fast growing pharmaceutical company covering 27 countries, today announced that Jadran has selected IBM business analytics technology to gain stronger insights into their business and better predict risks and market opportunities.

The new solution is based on IBM Cognos Business Intelligence and Enterprise Planning and IBM System x servers and IBM DS3512 data storage. It replaces the existing reporting system based on manual data input and helps streamline information on finance, human resources, and sales. Inputs from different company units are being consolidated into an up-to-date easy-to-read reports. With the new solution business users at Jadran can now build their own reports and analyses instantly, enabling them to quickly identify performance trends and adjust plans, forecast sales, and provide senior management with the facts they need to effectively manage the overall business.

"By using Cognos BI and Planning solutions, we raised our reporting and planning systems to previously unattained quality levels, and the speed of execution of business tasks increased dramatically. IBM Cognos 8 Planning solution makes it possible for us to manage our business (realization, prognosis, analysis) comprehensively and fully in real time, as well as have an easier and faster process of business decisions", said Aleksandar Cvetkovski, IT Manager, JGL.

"IBM's plan of carrying out the IT strategy consists of three phases: aligning IT to the demands of business, defining the corporate function of IT, and decrease of the complexity of IT through consolidation and optimization using innovative solutions appropriate to the conditions of the competitive global field we work in", says Cvetkovski.

IT development strategy has been defined for the next three-year period and has been created through the implementation of the IBM Component Business Model methodology. With such approach, JGL is able to detect which business segments have not been covered by the IT support and to define measures to fix those.

"IBM's strategic and architectural services help companies throughout the world to successfully evaluate, plan and design their information strategies and architectures, which will then support the realization of their business goals. Currently JGL is on a high growth path and the new solution will help them anticipate major market changes instead of reacting to them. JGL entered the ranks of more than 23 thousand users in the world who chose IBM Cognos solutions for their management support", says Alen Gojceta, MidMarket Manager, IBM Croatia.