

CASE STUDY



MERCK USES VALQ TO MANAGE LONG-RANGE CAPACITY PLANNING TO MEET GROWING DEMAND FOR THEIR VACCINES



INDUSTRY:
Pharmaceutical



LOCATION:
Kenilworth, NJ

COMPANY OVERVIEW

Merck is a global pharmaceutical major delivering healthcare products and solutions for more than a century. The firm generates \$58B in annual revenue and operates in 140+ countries.

BUSINESS CHALLENGE

To meet sudden demand for its vaccines, the firm had to perform economic analysis to evaluate increasing production and expanding capacity in various franchises. The decisions involved huge capital investments and efforts with payoffs accruing only in the long run.

The challenge was to get a clear understanding of the cost structure for various scenarios, with what-if analysis simulated on different variables. Getting real-time insights on these analyses was a complicated and tedious task, and the firm wanted better options than Microsoft Excel.

SOLUTION

The company leveraged ValQ to deliver a seamless workflow for modelling, analysis and simulations with real-time insights delivered in a visual and intuitive manner. The easy-to-use modern user interface enabled the team visualize impact of simulating multiple variables instantly.

SOLUTION HIGHLIGHTS

Simulate multiple variables and drivers in parallel

Advanced financial formulae & functions

Flexibility in modelling and calculations

Instant visualization, analysis and scenario comparisons

KEY OUTCOMES

Analysts were able to create what-if scenarios and run simulations much faster than what would have been possible using spreadsheets. In addition, they were able to run variances between projected outcomes and visualize results of the analysis with ease.

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“ValQ for Power BI could turn an incredibly complicated process with a lot of variables into something you can visualize on a screen. It made it much easier to understand how every variable is connected.

I was surprised at the speed of the calculations, and you got an immediate idea on the impact of the change you were looking to potentially implement.”

Andrew Gundrum
Merck & Co.Inc

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