Jurox

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Jurox Uses Epicor Data Analytics to Support Innovation

Company Facts

Overview

- Location—Rutherford, New South Wales, Australia
- Industry—Veterinary Pharmaceutical Manufacturing
- Website—www.jurox.com.au

Success Highlights

Challenges

- Complex and time-consuming reporting process
- Lack of insight into business data with static reports
- Reliance on data analyst for all reporting

Solution

- Epicor® ERP
- Epicor Data Analytics (EDA)

Benefits

- Provided a single source of data truth
- Interactive dashboards enabled users to access data on their own
- Improved tracking of new product innovations
- Allowed business analyst role to add more value to other parts of the business

Jurox is a family owned Australian animal health company that has been in operation for 30 years. The company is involved in the research, production, and marketing of animal health products for both domestic and export markets and continues to expand worldwide.

In 2017, Jurox identified a need for a dedicated business intelligence solution to assist with managing its reporting function across the sales, marketing, and R&D divisions. The company eventually decided on Epicor Data Analytics (EDA) because of its integration with Epicor ERP—Jurox's enterprise resource planning solution.

Disparate systems hinder reporting efficacy and speed

Prior to the implementation of EDA, the company's business analyst dealt with masses of data from separate sources—all in different formats. This data had to be manually collated and then transformed into reports for the two different segments of the business—the production animal pharmaceutical portfolio for cattle, pigs, and sheep, and the companion animal portfolio used to treat dogs and cats.

The reporting process was time-consuming, and more often than not, the reports didn't meet the continually shifting demands of the users.

"The reports were not solving problems but sparking more questions, and to answer these ongoing queries, I'd have to go back to the source data and find the information or detail that the sales managers or product managers were interested in," explained Dorota Bragg, the company's business analyst. "It was a labour-intensive process, and I had to use a number of different tools to analyse the different datasets."

Data sources sync into a single source of truth

EDA enables Jurox to sync data from different sources into the same platform so everyone can work from a single source of truth. This allows Bragg to concentrate on analysis instead of the lengthy process of gathering data and cross-checking and reformatting it.

This also ensures that creating useful, accurate reports is now a simple process.

Everyone can use the EDA solution

Security is easily defined in EDA, and Bragg can tailor access to the dataset according to a user's needs.

"I can give power to the user but also restrict access where necessary," she said. "End users can safely use the data and explore areas that they are interested in."

Jurox has 35 EDA users across the business. This includes management, sales and marketing managers, sales representatives, portfolio managers for companion animals and

production animals, and one user in the R&D team—a generic user who accesses pharmaceutical industry data.

Users can view data in many ways and save different queries to their favourites. People don't need to request a new report when they want to compare what they see with something new or to answer their questions. They can do it themselves by building their own queries.

Sales managers can review monthly sales across territories, or sale reps can access specific activity like monthly veterinary sales by postcode for a specific medicine.

Product innovations are also being measured with the help of EDA. A recent example was reviewing the market uptake of the new preserved Alfaxan® Multidose Anaesthetic Injection in comparison to the original Alfaxan® Anaesthetic Injection and measuring the percentage of market penetration within the product range.

Interactive dashboards are a key feature

"A differentiating feature of EDA is the interactive dashboard," said Bragg. "The dashboards are easy to build and a simple

way to filter sales data by country, by product or product group, by portfolio, by year, by sales rep, or by customer."

Dashboards are easy to understand as the information is presented as graphs or charts.

Many in the Jurox management team like the dynamic dashboards because they provide a snapshot of the key metrics most relevant to them, and managers can act on variances in data more readily or quickly alert others to the changes that they have identified.

Data analyst role adds more value

The data analytics solution has enabled the business analyst to "grow" the role. Bragg now has the free time to provide more value to the business through deeper analysis and on-boarding others to EDA.

Jurox intends to add more data into EDA—including inventory figures—and will integrate the CRM platform to create an easy link between customer records and sales figures.

About Epicor

Epicor Software Corporation drives business growth. We provide flexible, industry-specific software designed to fit the precise needs of our manufacturing, distribution, retail, and service industry customers. More than 45 years of experience with our customers' unique business processes and operational requirements are built into every solution—in the cloud or on premises. With this deep understanding of your industry, Epicor solutions dramatically improve performance and profitability while easing complexity so you can focus on growth. For more information, connect with Epicor or visit www.epicor.com.

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