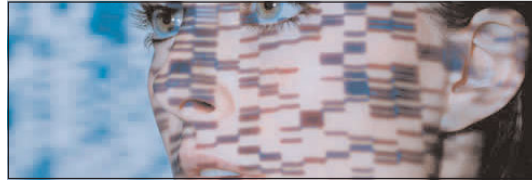


SERONO INTERNATIONAL S.A.



“BY CONSISTENTLY DEPLOYING KEY ACCOUNT MANAGEMENT PROCESSES, WE ARE CONTINUOUSLY STRENGTHENING CUSTOMER RELATIONSHIPS AND ARE INCREASING OUR EFFICIENCY IN RETAINING AND EXPANDING MARKETS WITHIN KEY ACCOUNTS.”

—GIULIO VANNINI, DIRECTOR OF MARKETING & SALES E-SOLUTIONS, SERONO INTERNATIONAL S.A.

For nearly 100 years Serono International S.A. has been making therapeutic advances through a combination of scientific creativity and commercial pragmatism. Serono is one of the world's top three biotechnology companies, with revenues of US \$1.24 billion in 2000. The company focuses on three core therapeutics areas: reproductive health, growth and metabolism, and multiple sclerosis. Serono has 4,300 employees located in 45 countries and sales in over 100 countries worldwide. Serono invests more than 20 per cent of its sales in R&D. The Serono Biotech Center in Switzerland, inaugurated in 1999, is one of the largest and most advanced technology production facilities in the world.

CHALLENGES FACED

- Harmonize customer information worldwide
- Customized solution required
- Integrate with existing Siebel CRM platform

A few years ago, officials within the marketing organization at Serono realized they needed to harmonize customer profiling and analysis worldwide and began developing a Key Account Management (KAM) project. The goal of KAM was to enable Serono's sales force to access complete customer information, helping them to set objectives and plan activities that maximize their relationships with key accounts. The company wanted to develop management reports using the customer information captured in Siebel ePharma, its existing

CRM platform. After using Cognos for several years to deploy advanced reporting for Financial, Human Resources (Oracle), and Clinical (Clinarium) applications, Serono again chose to use Impromptu Web Reports® (IWR) from Cognos for its CRM project.

“There are two parts to the program,” said Giulio Vannini, Director of Marketing & Sales e-Solutions at Serono. “Siebel as the platform for CRM applications and Cognos for reporting.”

Serono looked to longtime technology partner, Integrated Solutions of Geneva (www.i-sols.com), to develop the project. Integrated Solutions worked with Serono's IT and business specialists to define the company's reporting needs. Then, Integrated Solutions specialists worked on the underlying data in Siebel to define the database views to create a fully customized reporting environment that encompasses over one thousand reporting items and a series of reports that sales managers use to help them better understand customer needs.

“Integrated Solutions proposed a very good approach to build the reporting catalog and they organized the folders in a way that power users will find easy to create reports,” said Mr. Vannini. “Our sales representatives will use the Cognos application based on IWR. They have contact with doctors, hospitals, and research institutes. Having access to online reports and analysis will help them during their discussions and negotiations with our customers.”



THE NEXT LEVEL OF PERFORMANCE™

BENEFITS REALIZED

- Provides strategic overview of CRM
- Maximize productivity from key accounts
- Reporting turns company culture towards more informed decision making

Serono has released the first version of its customized reporting environment to its sales management team and intends to extend the implementation to the field force shortly. Sales managers can now see the entire customer profile via Serono's intranet and use Cognos reporting tools to forecast and analyze the potential value of each customer. "Siebel gives us the data that improves our understanding of our customers," said Mr. Vannini. "The Cognos reporting aspect is intended to maximize the value of the information we collect."

Harmonizing customer information gives Serono sales managers a key strategic overview of their customer base and will help further strengthen customer relationships. Although harmonizing customer information is a trend people are thinking about, Mr. Vannini says no other biotechnology or pharmaceutical company has a fully integrated, harmonized reporting environment for their sales force worldwide.

"By understanding more about our customers, we can devise a strategy that ensures the customers receive excellent service," commented Mr. Vannini. "As a result, we expect significant sales increases will be generated by our key account management process and system during the next three years."

ABOUT INTEGRATED SOLUTIONS

Integrated Solutions offers a wide range of IT Consulting services in systems integration and business intelligence. The company's experience with a wide variety of database management systems, advanced Web technologies and enterprise applications, provides world-class service and systems integration skills. A highly qualified team lets them succeed in complex projects.

WHY COGNOS?

Only Cognos delivers a complete range of integrated, scalable software for corporate performance management. Cognos products let organizations drive performance with enterprise planning and budgeting, monitor it with scorecarding, and understand it with business intelligence reporting and analysis. Founded in 1969, Cognos now serves more than 22,000 customers in over 135 countries.



WWW.COGNOS.COM

Cognos, and the Cognos logo are trademarks or registered trademarks of Cognos Incorporated in the United States and/or other countries. All other names are trademarks or registered of their respective companies. (11/03)