

timeXtender®



Fertin Pharma

CUSTOMER STORY

“Fully satisfied with the Business Intelligence situation”

“We use timeXtender to extract data and Targit to present that data. And it is simply the solution that we all dreamed of, both in the IT Department and among management. Because it is both fast and user-friendly, and because we no longer need to pay lots of consultancy fees for expanding it. As we can do that ourselves.”

Says Jens Erik Møller, who is IT System Manager in Vejle company Fertin Pharma A/S – one of the world’s leading producers of chewing gum for pharmaceutical purposes – ex. for smoking cessation.

The new BI solution is a combination of the Business Intelligence system Targit and timeXtender. It has been in operation since spring 2008 and it is almost a revolution compared to the way in which we used to produce BI reports, recounts Jens Erik Møller: “The old solution, where the data extracts and reports had to be programmed, was both expensive and slow. Now meeting new user requirements is much faster and also much cheaper, because we no longer have to pay large fees to outside consultants. Both timeXtender and Targit are so user-friendly that we can – in almost all cases – create data extractions and reports ourselves.”

“We use timeXtender to extract data to presentation. And it is simply the solution that we all dreamed of, both in the IT Department and among management. Because it is both fast and user-friendly.”

IT System Manager Jens Erik Møller, Fertin Pharma A/S

Better and cheaper

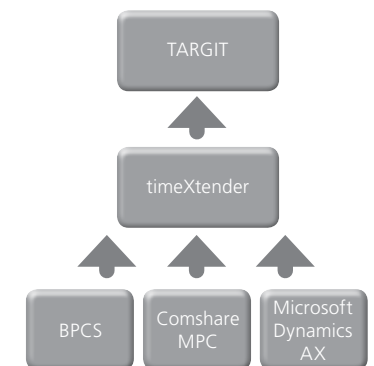
The first demonstration of timeXtender was pretty convincing, recalls Jens Erik Møller: “We were very impressed by what they showed us. Because it was obvious that timeXtender was a much more simple and user-friendly extraction tool than the normal standard tools, which we use for SQL programming. The combination of timeXtender and Targit was also much more simple and cheaper than the other BI solution that we were considering at that time. “timeXtender was therefore asked to help in a pilot project, where data from MS Dynamics AX and MPC (budget system) were extracted over to Targit via timeXtender.

This project was very successful and showed that the combination of timeXtender and Targit was the optimal BI solution for us,” adds Jens Erik Møller. He continues: “Implementation was on time and budget and the technology works. We now have a developer who uses timeXtender, around 20 Targit users in company departments and we are energetically working on bringing more solutions into operation.” “So we are completely satisfied with the BI situation, and also with the support we receive from timeXtender. In our experience they are not just extremely capable consultants, who

know their stuff professionally; they are also people who are always pleasant to work with” concludes IT System Manager Jens Erik Møller.

Data from three basic systems

At Fertin Pharma A/S timeXtender is used to fetch data from three very different data systems and transfer them to the ‘OLAP data cube’, which Targit works against. The first is the MS Dynamics AX ERP system, which was taken into use in 2006. The second is the Comshare MPC budget system. The third system is an older ERP system, BPCS – Business Planning & Control System – which was used prior to MS Dynamics AX. The American FDA authorities require that all pharmaceutical companies who wish to sell their products in the USA store selected production data for a minimum of 10 years; Fertin Pharma A/S have therefore initiated a project that will transfer all data from BPCS to a SQL Server, from which timeXtender retrieves data for presentation in Targit. The project is expected to be put into operation at the end of 2008.



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About timeXtender:

timeXtender® is a world leading vendor of agile ETL and data warehousing software dedicated to the Microsoft® SQL Server® platform. timeXtender was named Microsoft ISV Partner of the Year in Denmark in both 2010 and 2008. More than 1500 satisfied customers in 29 countries can't be wrong.

www.timextender.com

About Fertin Pharma A/S:

Fertin Pharma A/S is one of the world's leading producers of pharmaceutical chewing gum and an affiliated company of Gumlink A/S, who are the leading producer in the world of chewing gum for the B2B market. The two companies, Fertin Pharma A/S and Gumlink A/S, share their headquarters and IT department at Gumlink A/S, Dandyvej 19, Vejle.

The Dandy brand, which has provided the name of both the road and, previously, the whole group, was sold in 2002, together with the brands Stimorol, V6 and Dirol. Since then Fertin Pharma A/S and Gumlink A/S have no longer had their own brands, but instead produce chewing gum for other companies on a B2B basis. Fertin Pharmas factory is FDA approved (Federal Drug Administration) and to meet these requirements, special requirements must also be met by the company's IT systems, among other things concerning the storage of historical production data.

Both Fertin Pharma A/S and Gumlink A/S are 100% owned by the Bagger-Sørensen family, who established the company in 1915.

Read more at www.fertin.com

