

BusinessMap® Testimonial



The Boehringer Ingelheim Group is one of the world's 20 leading pharmaceutical companies. Boehringer is committed to researching, developing, manufacturing and marketing novel products of high therapeutic value for human and veterinary medicine. In 2004, Boehringer posted net sales of 8.16 billion euro, while spending more than one fifth of net sales in its largest business segment Prescription Medicines on research and development.

www.boehringer-ingelheim.com

Boehringer Ingelheim Turkey

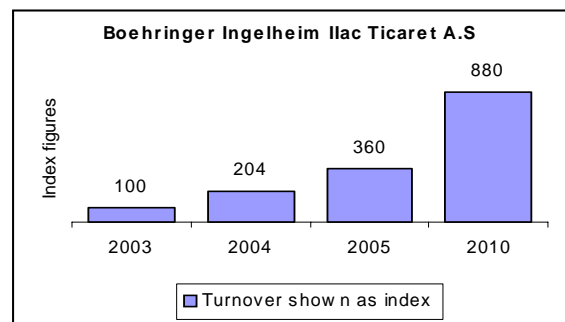


Zinta Krums, Managing Director:

Turkey is a vast, growing and very interesting market, although strategically very difficult due to its historic economic problems and its efforts to adapt to EU standards.

Since October 2003, BUSINESSWARE has worked closely with the management team at Boehringer Ingelheim Turkey. This has involved areas such as business planning, strategic gap analysis, management of turbulence, product strategies and identification of key focus areas.

In 2004 BusinessMap was introduced to secure an evidence based and consistent planning process across the Turkish division. BusinessMap is used both for top-down and bottom-up planning and ensures that different departments consider the same elements when drawing up individual plans.



The figure for 2010 is the expected result.

BusinessMap benefits include:

- It provides a comprehensive framework for looking at individual markets in a consistent way.
- It promotes discussion within the teams about the business drivers for each product or market.
- It is flexible, easy to use and can be customised to individual company needs e.g. it is possible to prepare business plans at product level or therapeutic class, in value or volume or by prescription turnover, customer group or patient populations.
- It can easily consolidate different scenarios.

The turnover figure for Boehringer Ingelheim Turkey has recently improved phenomenally, partly due to its strategic change and a more focused development. In 2004, Boehringer Ingelheim Ilac Ticaret was the fastest growing pharmaceutical company in Turkey and one of the fastest growing companies within Boehringer Ingelheim Worldwide.



BUSINESSWARE A/S

Hornemansgade 36 A
2100 København Ø.
Tlf. +45 3526 4646
Fax +45 3526 4608
sales@businessware.dk
www.businessware.dk