

Reporting and self-service journey in Novo Nordisk Finance

September 2023

PwC Finance Digital Day 2023

Agenda

Who are we

Collaboration model

Problem statement + challenges

Video: NN finance digitalisation wish

Three pillars of Haystack

From business question to insights

User's one source of truth

Organisational readiness

What comes next

VALUE
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DIGITAL

Here today

Digital Finance and Architecture



**Mads
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Project Vice President

**Marta Szabados
Ravn**

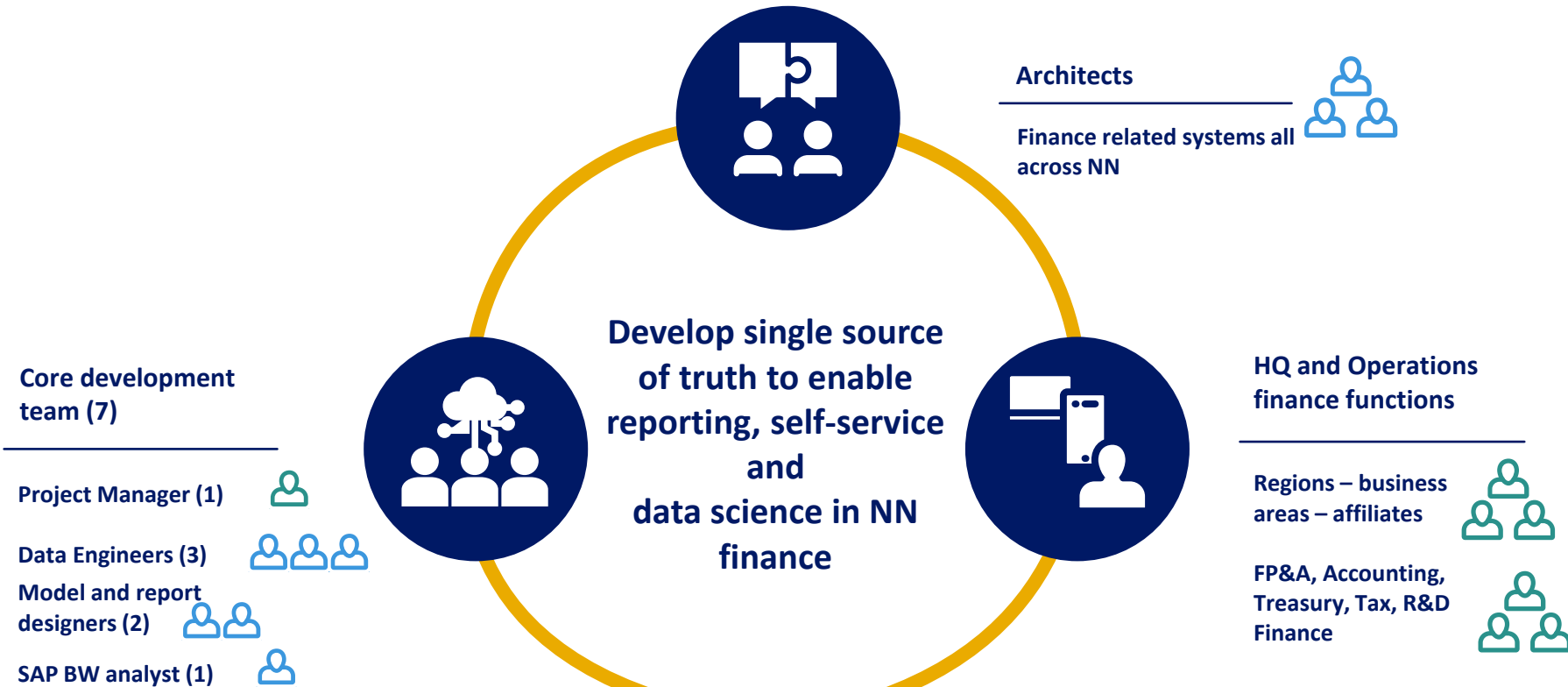
Team Lead, Data Strategy &
Design



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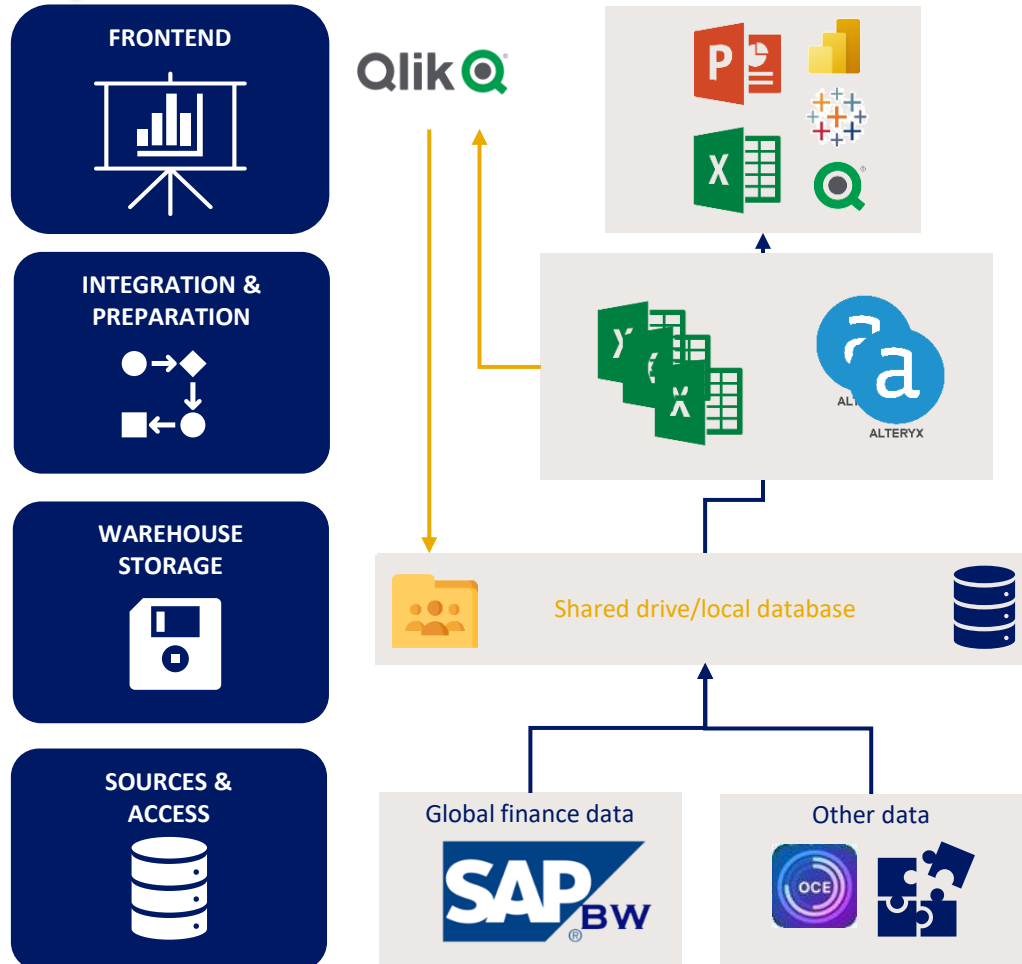
Finance & IT collaboration to create single source of truth



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BI revolution starting almost a decade ago reached its limit

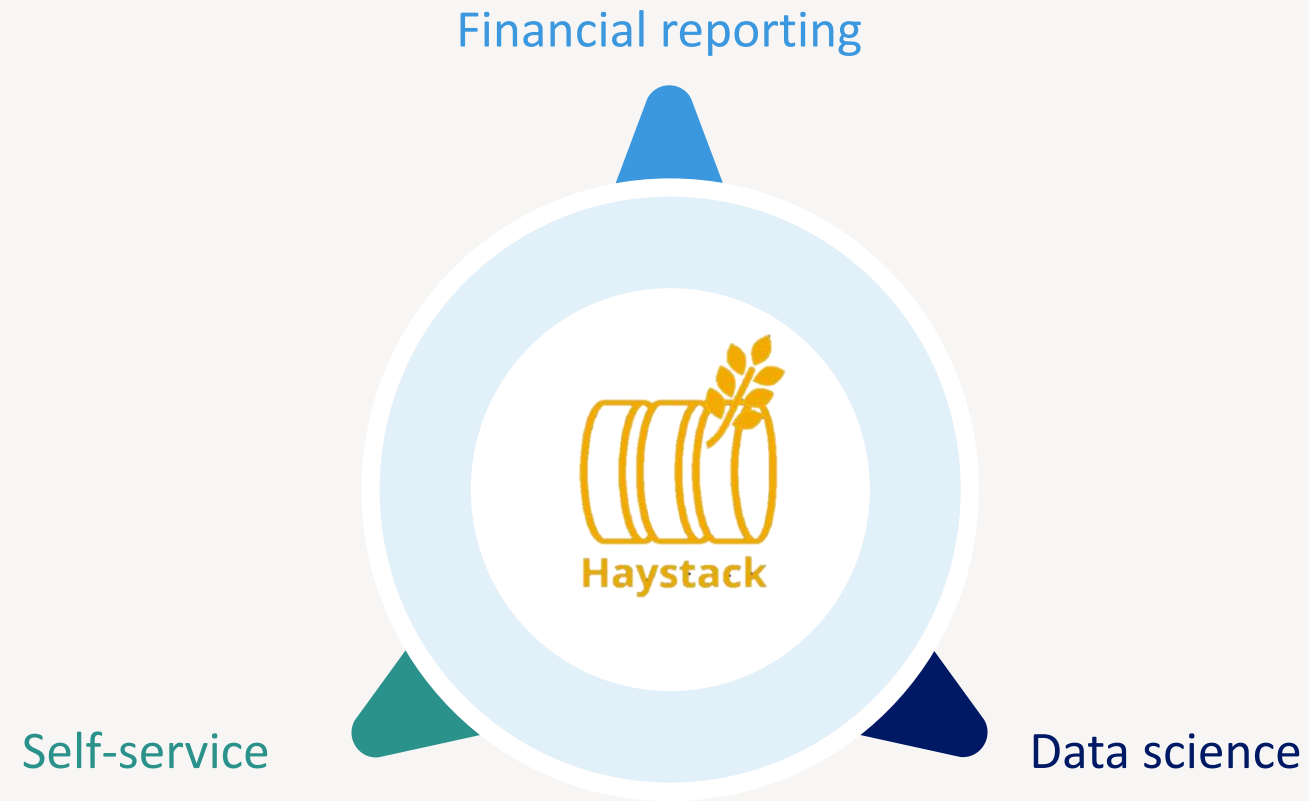


- Existing dashboards do not fit end-users' requirements → end-users **build reports and analyses from scratch**
- Authorisation control** residing in the BI tool
- No direct access** to data
- Combining different sources requires **complex** logic and sometimes **manual adjustments**
- Reconciliation issues** between different sources → requires further data transformation
- Data load time is too long**
- Better storage options require **additional maintenance** and competencies
- Lack of systematic way** of accessing SAP BW data (query based, using connectors)
- Slow interface**
- Obtaining access to multiple sources is **complex** and **time consuming**

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Three pillars of the new finance data platform



Three pillars of the new finance data platform

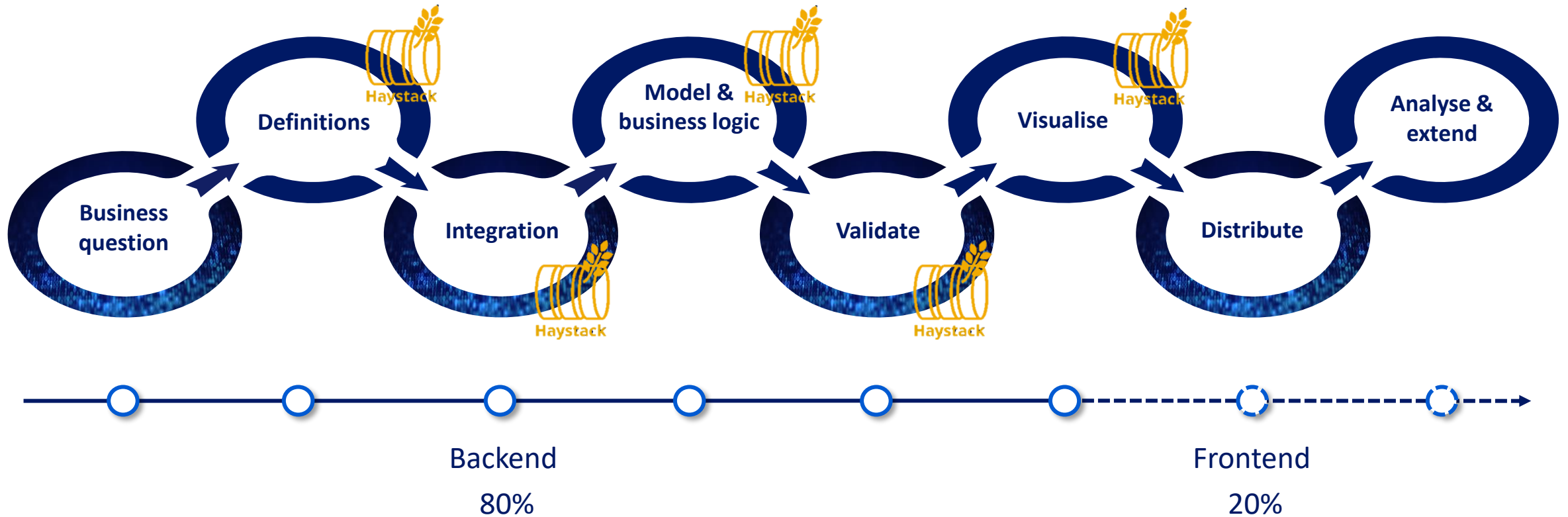


	Financial reporting	Self-service	Data science
Analytics	Simple (descriptive)	Enriched (diagnostic)	Advanced (predictive, AI, ML)
View types	Static and responsive	Dynamic and responsive	Custom-made, less-responsive
Data structure	Structured internal data (tables)	Structured internal & external data (tables)	Structured and unstructured internal & external data
Lead time (front-end)	<5 seconds	0-10 seconds	Minutes
Data updates	Frequent (toward real-time)	Frequent (~daily)	Weekly/monthly
Environment	Robust and validated	Non-validated	Non-validated
Users	Global Finance + relevant stakeholders (>1000 FTEs)	Finance Partners (~400 FTEs), their analyses reaching ~3000 FTEs	Data scientists (~20 FTEs)

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From business question to insights



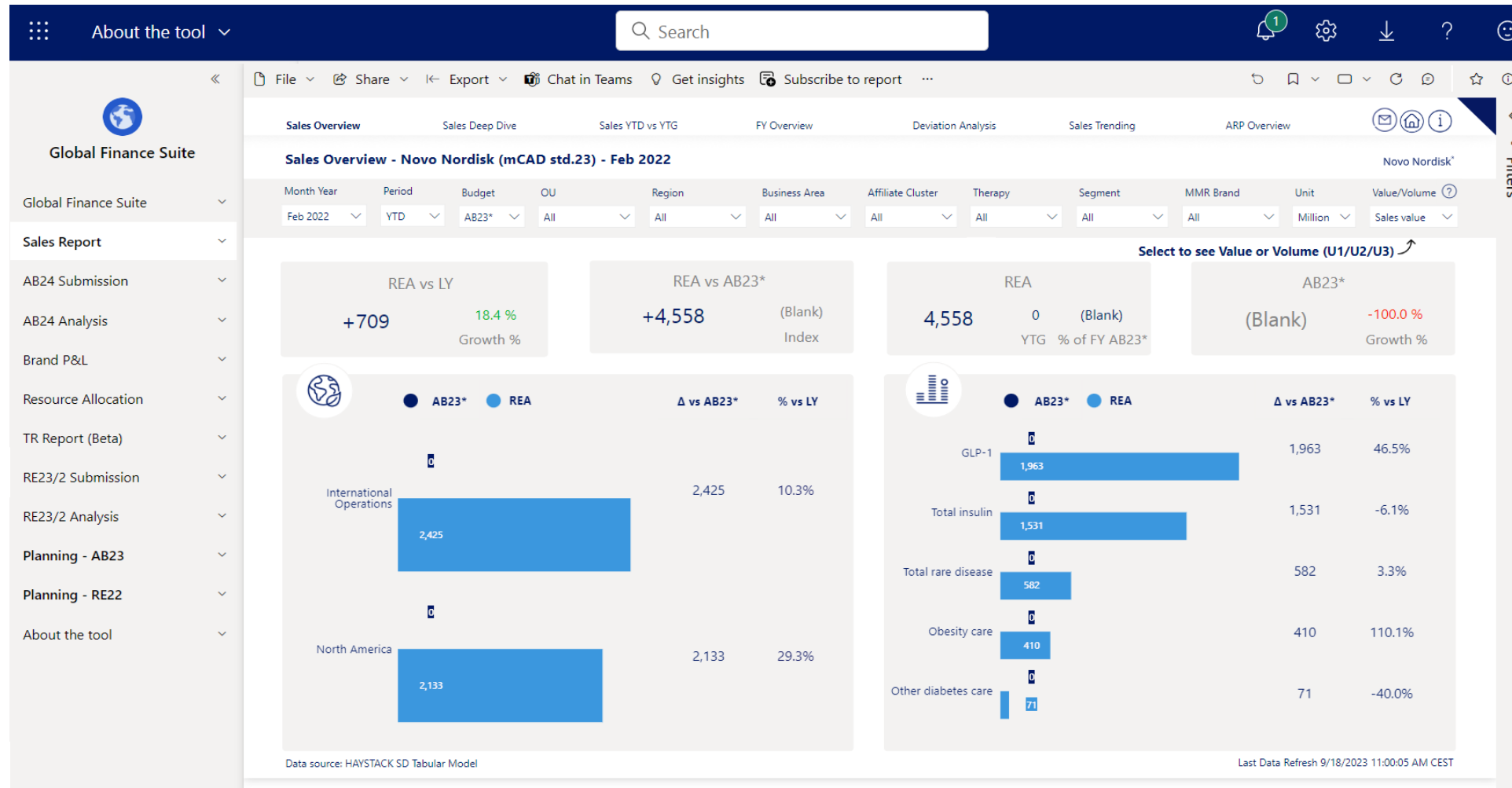
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One source catering for different capabilities and preferences



For reporting: simple, static, validated



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One source catering for different capabilities and preferences



For self-service: direct data access for further calculations and analysis

File Home Novo Nordisk Insert Draw Page Layout Formulas Data Review View Developer Help Analysis Analysis Design PivotTable Analyze Design Comments Share

Templafy Fill Font Paste Novo Nordisk Colours Clipboard Font Alignment Number Styles Cells Editing Analysis

C25 70286255,52

1 Data source: Haystack SD model (Please download this excel to your desktop to use it)
2 Find more information here: About Tools Page - Power BI

3

4

5 Operations Unit Hierarchy All
6 Region Hierarchy All
7 Business Area Name All
8 Affiliate Cluster Name All
9 Country Name All
10 End User Country Name All
11 Segment Name All
12 MMR Brand Name All
13 Device Name (Multiple Items)
14 Material Name All
15 Month Number (Multiple Items)
16 Quarter Short Name All
17 InMarket ExNN Name In-market
18 Exchange Rate Type STD 15
19 Order Reason Name All
20 Base Measure Name Sales value
21

22 Sales Value Amount Local Currency Budget Name
23 Therapy Name REA18 RE20/2 2021

24 GLP-1 73.302.613
25 Other diabetes care 137.097.793 70.286.256
26 Total rare disease 20.437.700
27 Grand Total 157.535.493 143.588.868

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Budget Name
MTP18 (AB17)
RE17/2 2018
AB18
RE18
RE18/2
LE18

Business Area Name
Colombia
HEAD QUARTER
IO Reserves
Iran
LATAM-MGT
NAO mgmt
NN Pharmatech A/S

Segment Name
Rybelsus®
Other diabetes care
Rare blood disorders
?
GLP-1 injectables
Long-acting insulin

MMR Brand Name
Rybelsus®
NovoNorm® / Pran...
NovoSeven®
?
Ozempic®
Victoza®

Month Number
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3
4
5
6
7

PivotTable Field: x
Show fields: (All)
Search
Measure
Budget
Calendar
Company Code
Customer
Customer Group
Document Classification
Document Currency
Drag fields between areas below:
Filters
Columns
Rows
Values
Therapy Na...
Sales Value ...
Defer Layout Update Update

Sales by Therapy

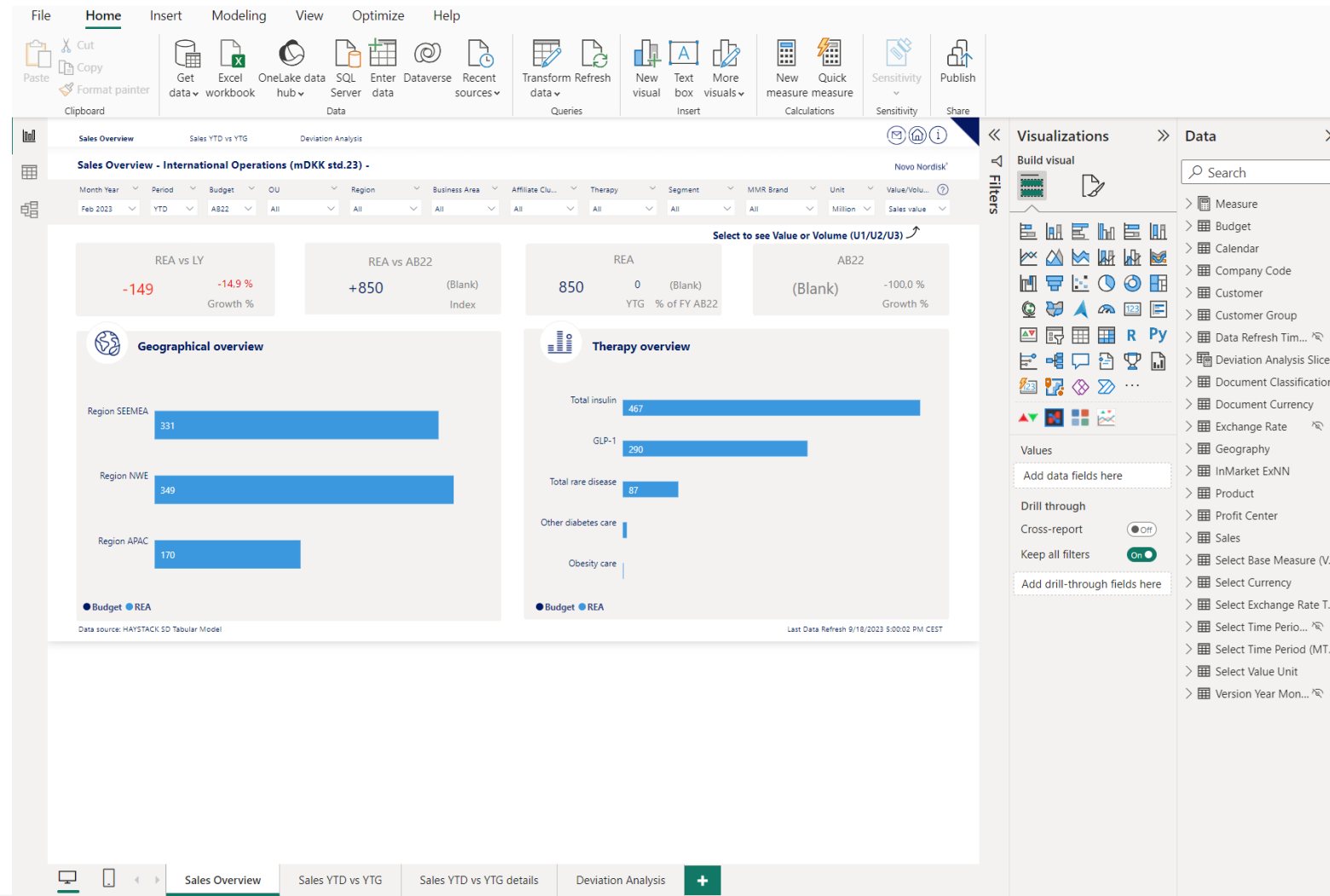
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One source catering for different capabilities and preferences



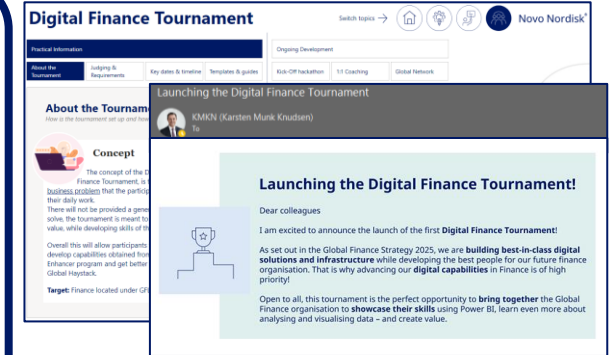
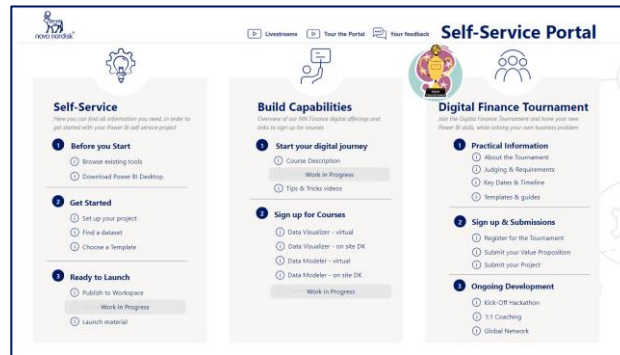
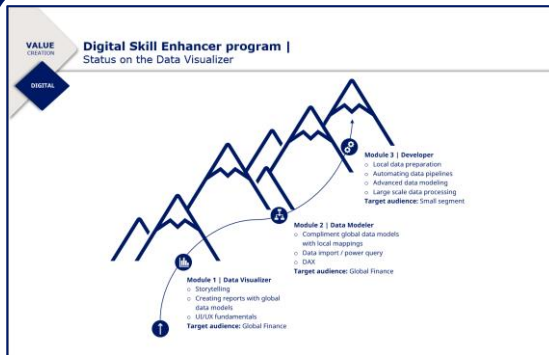
For self-service: customisation of standard report; combining different data sources; sharing analysis with anyone in the organisation safely



Preparing the finance organisation to become digital

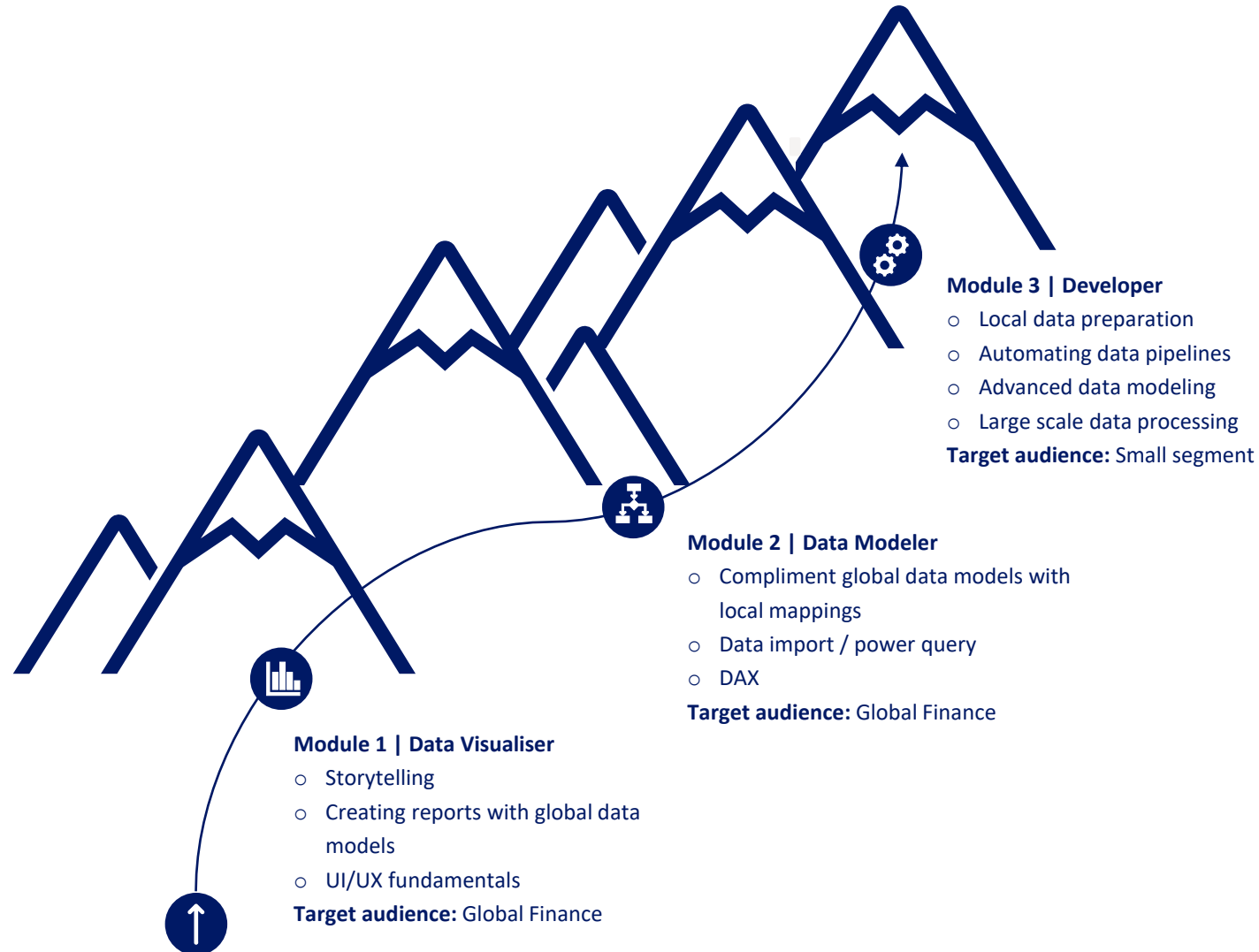
Q1 2022

Q2 2023



- Creation of the **Digital Skill Enhancer program**
- **Customised Power BI courses**, tailored to meet the needs of the global Finance Organisation
- The first course was set to **launch in June**
- Goal was to have app. **180 people from global Finance org.** to sign up over a 6-month period
- Launch of **Data Visualiser** and **Haystack** 14th of June 2022, in a **livestream** with **+ 335 live viewers**
- **+100 signed up** within the first month
- **Total 237 enrolments** (23% of finance org.)
- Launch of the **Global Finance Self-Service portal**
 - **+500 users**
- Launch of **Data Modeler** 14th of October
- Launched in a **livestream** with **+ 355 live viewers**
- **+70 sign-ups** within the first month
- Creation of **Digital Finance Tournament**
- **Global Tournament** for the global finance org. to **hone skills** learned through the Digital Skill Enhancer program
- Including a **Global Network** for sparring and **knowledge sharing** and **Power BI support**

End-users are different in terms of capabilities and needs



Building capabilities in NN Global Finance



Livestreams



Tour the Portal



Your feedback

Self-Service Portal



Self-Service

Here you can find all information you need, in order to get started with your Power BI self-service project

1 Before you Start

- i* Browse existing tools
- i* Download Power BI Desktop

2 Get Started

- i* Set up your project
- i* Find a dataset
- i* Choose a Template

3 Ready to Launch

- i* Publish to Workspace
- i* Validate Work in Progress
- i* Launch material



Build Capabilities

Overview of our NN Finance digital offerings and links to sign up for courses

1 Start your digital journey

- i* Course Description
- i* On-deWork in Progress
- i* Tips & Tricks videos

2 Sign up for Courses

- i* Data Visualizer - virtual
- i* Data Visualizer - on site DK
- i* Data Modeler - virtual
- i* Data Modeler - on site DK
- i* Develop Work in Progress



Digital Finance Tournament

Join the Digital Finance Tournament and hone your new Power BI skills, while solving your own business problem

1 Practical Information

- i* About the Tournament
- i* Judging & Requirements
- i* Key Dates & Timeline
- i* Templates & guides

2 Sign up & Submissions

- i* Register for the Tournament
- i* Submit your Value Proposition
- i* Submit your Project

3 Ongoing Development

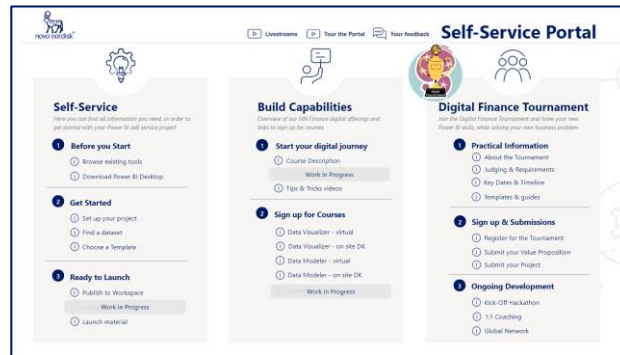
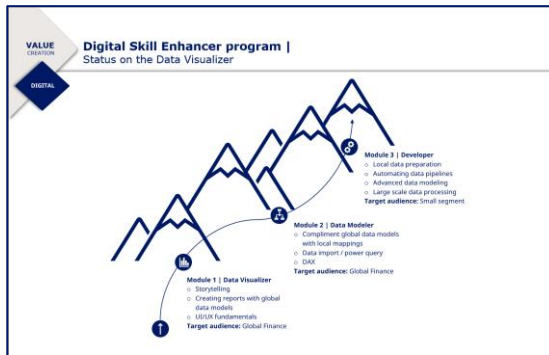
- i* Kick-Off Hackathon
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Q2 2023

The landing page for the Digital Finance Tournament features a header with the Novo Nordisk logo and navigation links. The main content includes:

- About the Tournament**: A section with a 'Concept' box explaining the tournament's purpose and a 'Launching the Digital Finance Tournament!' announcement by KMKV (Karsten Munk Knudsen).
- Target Audience**: A box stating 'Target: Finance located under GR'.

- Creation of **Digital Finance Tournament**
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Adoption ladder check: Digital Finance Tournament


[Livestreams](#)
[Tour the Portal](#)
[Your feedback](#)

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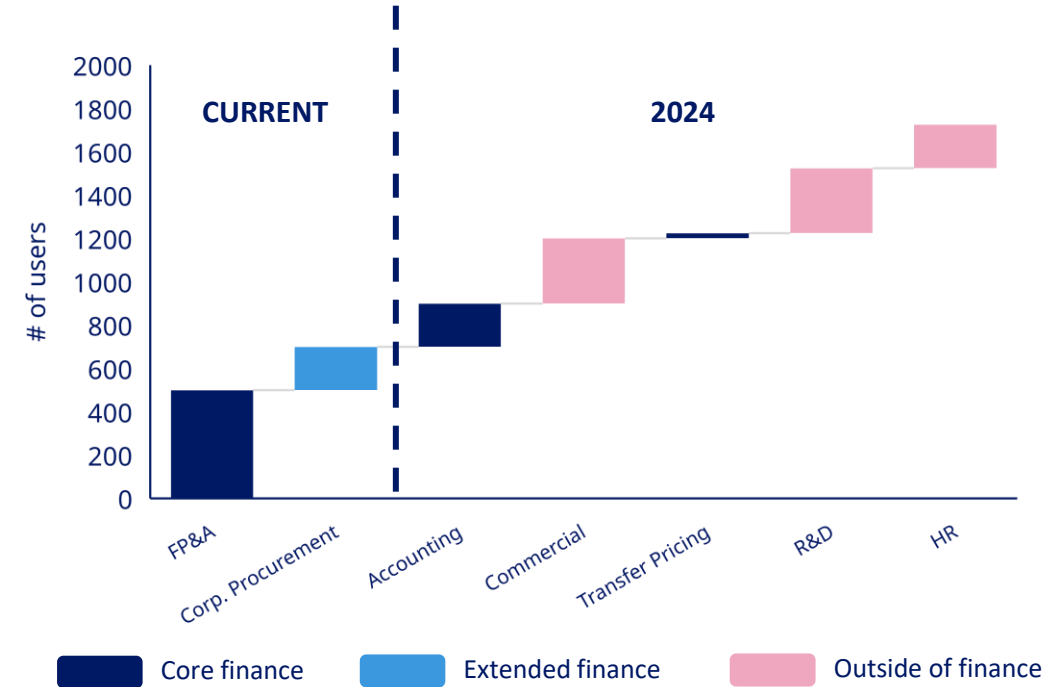
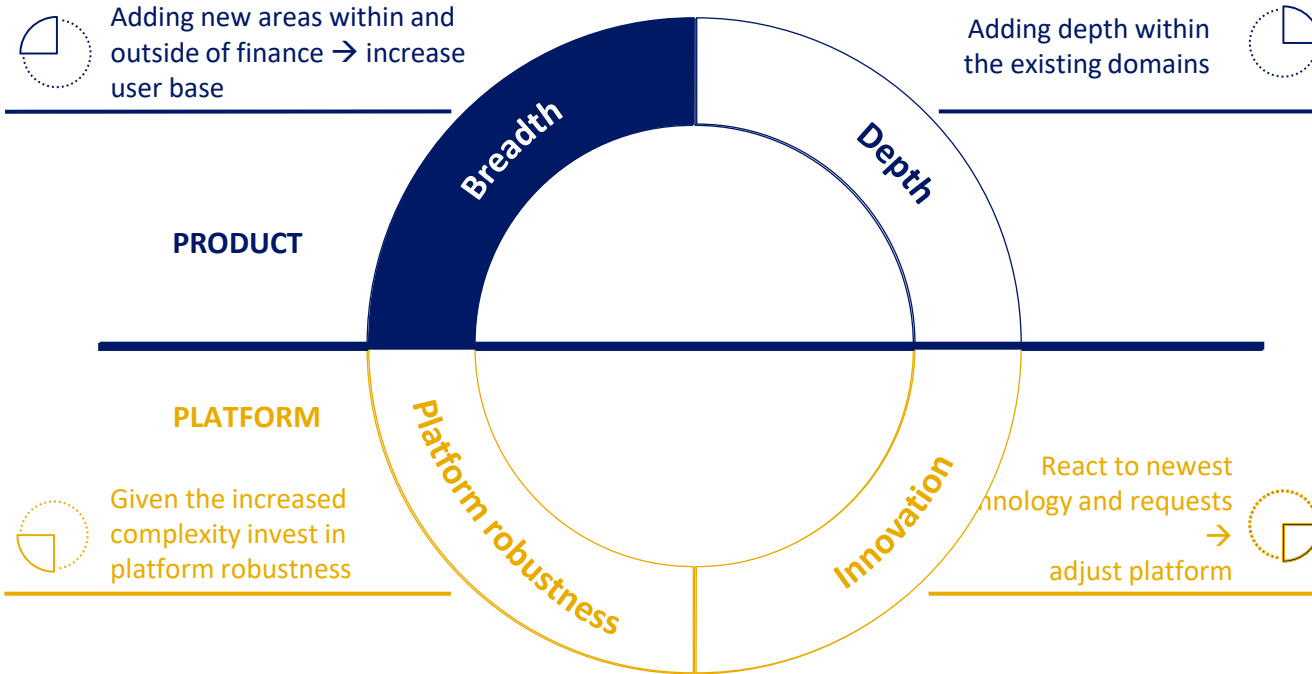
- [Kick-Off Hackathon](#)
- [1:1 Coaching](#)
- [Global Network](#)

120
participants

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Future of self-service in NN Global Finance and beyond



End-user's (analyst) requirements are the same, regardless of the area!

