

Process optimization



Business process mapping, analysis and optimization for Bayer Pharma



Client	Requirements	Approach	Result
<ul style="list-style-type: none"> Client was the Bayer Pharma in Berlin, department for Marketing & Sales Excellence The central department is an internal service provider for the different Regions with a big range of services as Part of the „Marketing & Sales Excellence Program“ 	<ul style="list-style-type: none"> Status Quo: The first extension level of the program have been implemented already For the extension of the SSC-Concept it is necessary to document existing processes first These documents should clarify the tasks and rights of the individual stakeholders 	<ul style="list-style-type: none"> Recording of the status-quo with the help of expert interviews Visualization according to BPMN Standard in MS Visio Support for the definition of the processes for expansion of the “Marketing & Sales Excellence Program” Creation of Trainings for the introduction of the new processes 	<ul style="list-style-type: none"> Process description to all relevant processes and intuitive visualization Creation of supporting documents Knowledge exchange with the employees for the further maintenance Release of all results on a SharePoint site

„During the whole project, the team identified the weaknesses precisely and has shown superior analytical skills“

Juliana Dierks (VP & Global Head Marketing & Sales Excellence)

