



“If we can use an enterprise SOA to deliver high-quality information faster and more efficiently . . . then our time to market decreases.”

Pete Lagana, Director, Global SAP Center of Excellence, Wyeth

AT A GLANCE

Company

- Name: Wyeth
- Location: Collegeville, Pennsylvania
- Industry: Life sciences
- Products and services: Prescription pharmaceuticals, nonprescription consumer healthcare products, and pharmaceuticals for animal health
- Revenue: US\$19 billion
- Employees: 52,000
- Web site: www.wyeth.com
- Partner: SAP® Consulting

Challenges and Opportunities

- Evolve existing Web site infrastructure
- Unify healthcare-professional records
- Create single channel for interaction with healthcare providers

Objectives

- Leverage Internet as a channel to help build the Wyeth brand
- Personalize Web site experience for providers
- Establish foundation of an enterprise service-oriented architecture (enterprise SOA)
- Facilitate information exchange to decrease product time to market

SAP Solutions and Services

- SAP NetWeaver® Portal component
- SAP NetWeaver Application Server component

Implementation Highlights

- Go-live within 90 days
- Vision fully supported by Wyeth business decision makers

Why SAP

- Supplies standardized software
- Provides opportunity to evolve an enterprise SOA

Benefits

- Single point of entry for healthcare providers working with Wyeth
- Personalized visitor experience
- Unified view of 20,000 healthcare providers
- Solid foundation for future enterprise SOA expansion efforts

Existing Environment

- SAP software for data warehousing, human resources, warehouse management, and e-procurement
- mySAP™ Supply Chain Management application

Third-Party Integration

- Database: Oracle
- Hardware: Hewlett-Packard ProLiant Servers
- Operating system: Red Hat Enterprise Linux

WYETH

SAP NetWeaver® Helps Pharmaceuticals Giant Interact with Healthcare Providers Worldwide

Not long after launching its corporate Web site in 2002, Wyeth – based in Collegeville, Pennsylvania – undertook an initiative to learn just who was visiting its site. Executives at the pharmaceutical giant had assumed that the majority of visitors were investors seeking information about the company, which had just divested itself of all its nonpharmaceutical divisions and changed its name from American Home Products to Wyeth. What they discovered, however, was that most of the site’s 5,000 daily visitors were front-line healthcare providers (HCPs) who wanted information about Wyeth’s sales teams, products, research, and clinical trials.

Wyeth officials quickly realized that the Web presented a huge opportunity to interact with HCPs in ways that had not been possible in the past. However, to take advantage of the opportunity the company needed to redesign its Web site completely. Instead of static pages with no personalization, Wyeth needed a dynamic site that would personalize its presentation in real time for individual visitors. It also needed a site that could access HCP information that already existed in many different corporate applications, including the mySAP™ Business Suite family of business applications.

Indeed, Wyeth officials envisioned not just a Web site but an externally facing enterprise portal, a single virtual space where HCPs from around the world could easily interact with the company – and where the business groups and research teams within Wyeth could easily interact with the HCPs in the field. Having had a long history of success in supporting its key business processes with SAP® software, it will perhaps come as no surprise that Wyeth built its new Web portal using the SAP NetWeaver® platform.

Building a Powerful Portal

While the corporate name and Web site are relatively new, Wyeth has actually been around for a long time. Founded in 1926, Wyeth is a global leader in prescription pharmaceuticals, nonprescription consumer healthcare products, and pharmaceuticals for animal health. Its products are sold in more than 145 countries, and its product portfolio includes innovative treatments across a wide range of therapeutic areas. Wyeth's worldwide resources include 52,000 employees, manufacturing facilities on four continents, and a unique research and technology base from which it expects to deliver the next wave of innovative therapies and vaccines. Revenues for fiscal year 2005 exceeded US\$19 billion.

Even as Wyeth executives began to think about revamping the company Web site, Pete Lagana, one of the directors within the global SAP Center of Excellence at Wyeth, understood that what Wyeth needed went far beyond updated HTML code. Once Lagana realized that the majority of the site's visitors were HCPs, he also understood that the company already had a great deal of information about these individuals – but that much of that information resided in different, disconnected systems throughout the organization. There was no point in creating yet another set of HCP profiles just because these individuals were interacting with the company through a new channel. In fact, Lagana wanted to do just the opposite: to design and build the new Web site to make as much use as possible of the information already existing in other systems.

To that end, Lagana began thinking about using Web services and a service-oriented architecture (SOA). Having worked on many successful SAP software deployments at Wyeth, Lagana was familiar with the SAP NetWeaver platform. He could see how the platform's SAP NetWeaver Portal and SAP NetWeaver Application Server components could enable the creation of the site he

envisioned. He could also see how SAP NetWeaver could support the creation of an enterprise service-oriented architecture (enterprise SOA) – a business-driven software architecture that goes beyond SOA fundamentals by elevating the design, composition, and management of Web services to address broader enterprise requirements. Such reusable enterprise services could increase the adaptability, flexibility, openness, and cost efficiency of IT throughout Wyeth – which was precisely the long-term goal that Lagana was pursuing.

Fast Track to Success

Wyeth's worldwide Web strategy organization (WWSO) – the “owners” of the Wyeth Web site – presented to senior decision makers at Wyeth the idea of using SAP NetWeaver to create this new external-facing portal and its underlying enterprise SOA. The business justification was straightforward: the portal could create a path to HCPs unlike any that had previously existed for Wyeth. Through a single channel it would be possible to take

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orders, respond to requests for literature, manage profiles, capture clinical trial data, and even transmit W-9 forms at tax time. While many of these interactions had previously been supported by discrete systems, there had never been a single channel that could support all these interactions. Having a dedicated channel with which to interact with HCPs would boost Wyeth's impact within this important community.

“Everyone bought into it, from senior management on down,” says Lagana. “The WWSO did a great job of making it clear in the business executives’ minds – all the way up to the CEO – that Wyeth needed this, that we could all benefit, that this was an opportunity to do something that had never been done before, and that it would provide a real value-added service for the company.”

Work on the portal commenced in February 2006 and was complete by the beginning of May 2006. Lagana’s 20-person team worked closely with SAP Consulting to ensure the success of the project.

Enterprise SOA in Action

Today, HCPs interacting with the Wyeth site are supported by Web services from the very moment they log on. When an HCP registers with the Web site, for example, a Web service captures the registrant’s credentials – including date of birth, license number, prescriber number, and more – and passes this information back to a matching engine that Wyeth uses to match and “deduplicate” registrant profiles.

The matching engine then uses Web services to query other corporate systems to see if any of the subscriber’s credentials can be found elsewhere within the Wyeth IT infrastructure. If the Web service discovers other profiles in other systems, it collects the information, scrubs it for consistency and to eliminate redundancy, and then creates a consolidated profile with a new, unique identifying number that it stores in Wyeth’s Novell eDirectory–based identity management system. The Wyeth Web portal can then access the information in this consolidated profile to shape the information and options it presents to each individual HCP.

“These services quickly tell us all that we know about a given registrant,” says Lagana. “We know who his or her sales representative is, whether he or she is a high prescriber of a certain product, and so on.” These are the kinds of Web services that Lagana sees becoming broadly available not just to other SAP applications but also to other applications on other platforms throughout the

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company. “As we evolve our enterprise SOA, we can make these searchable and consumable by other applications and services within the company,” says Lagana. “That’s important to me. While I’m involved in the SAP Center for Excellence here at Wyeth, I also recognize that the company has made a large investment in other applications and platforms and skill sets. By using an enterprise SOA and enabling everyone to leverage the information we have in the organization in an efficient manner, we’re going to increase the value of IT for Wyeth.”

“The bread and butter for pharmaceuticals are products,” Lagana goes on to say. “If we can use an enterprise SOA to deliver high-quality information faster and more efficiently to the people in our organization who research and create our products, then our time to market decreases. That would be a tremendous boost for us.”

Managing Knowledge Effectively

Wyeth uses the knowledge management component of the SAP NetWeaver Portal to personalize the portal experience for users and to facilitate the dissemination of information within the organization. “We built the clinical trials listing and clinical trial results sections of wyeth.com using XML and XSL [extensible stylesheet language] files that are rendered and edited and input directly from the knowledge management component of SAP NetWeaver Portal,” says Lagana. “Using a template on the front end, the user enters, edits, and submits information for a clinical trial. The knowledge management component stores the files and initiates workflow activities in response to the submission. It sends the files and e-mail messages to certain individuals and groups for approval, and when it receives those approvals it publishes the information to the actual production site. Knowledge management automates all this and lets us take a very hands-off approach; it’s an integral part of the whole site.”

An Evolving Success Story

The Wyeth Web site and the enterprise SOA supporting it are works in progress. They are both evolving, supporting more of the organization’s needs and enabling access to more of the organization’s processes and information. “Our initial goal was to get 20,000 doctors enrolled on wyeth.com this year,” says Lagana, “and we have now achieved that. That’s a real benefit to the business, and that is what this is all about – IT wins when the business wins. We never would have had this kind of relationship with those 20,000 doctors if we didn’t have such a technology enabler as this.”

“With the site we’ve created using SAP NetWeaver, we’ve created a single place where HCPs can interact with us,” Lagana continues. “We used to have several tools in place, and the doctors had to bounce back and forth between the tools when they wanted to interact with us. With wyeth.com we’ve been able to put it all in one place, on one platform, which makes it very easy for them. The business groups in Wyeth love that, too. We’ve reduced complexity enormously by providing this solution.”

As for Wyeth’s enterprise SOA? That too is growing and helping to reduce complexity within the organization. “We’re still not using enterprise services in as many places as I’d like,” says Lagana. “We’re working on expanding the enterprise SOA, making it more extensible across the enterprise and even beyond it. We want to make some of these enterprise services available to other organizations that want to do business with Wyeth.”

“To date,” Lagana continues, “we have been focusing on portal technology, knowledge management, collaboration, and so on. As we extend past the portal and start to make use of other SAP NetWeaver tools, such as the SAP NetWeaver Exchange Infrastructure component, we’re really building on the SAP NetWeaver platform to reduce total cost of ownership across the enterprise – in areas that include business information warehousing, customer relationship management, even in areas that are based on non-SAP technologies and platforms. We need an architecture to support that, so I see an enterprise SOA playing a big role in our future at Wyeth.”