

From outsider to super star. How Power BI became the preferred BI platform at Novo Nordisk.

 Jakob Libak Rasmussen  Muhammad Bilal Khan

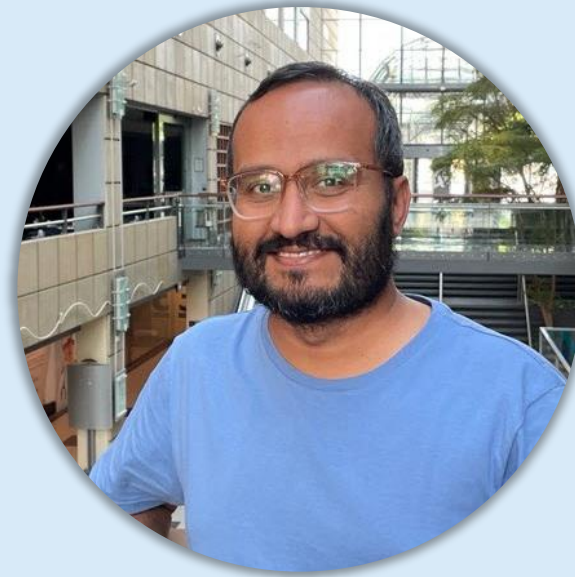
Power BI Next Step
September 2024





Jakob Libak Ramussen

Product owner for
Fabric Platform team at Novo
Nordisk.



Muhammad Bilal Khan

Senior BI architect at
Novo Nordisk.

Driving change to defeat serious chronic diseases

Novo Nordisk at a glance

Novo Nordisk is a leading global healthcare company, founded in 1923 and headquartered in Denmark.

Our purpose is to drive change to defeat serious chronic diseases, built upon our heritage in diabetes.

We do so by pioneering scientific breakthroughs, expanding access to our medicines, and working to prevent and ultimately cure disease.

1. <https://companiesmarketcap.com/pharmaceuticals/largest-pharmaceutical-companies-by-market-cap/>
(As of 25 January 2024).

Supplier of nearly
50%
of the world's insulin

Net sales
232.3
billion DKK

Affiliates in
80
countries

More than
64,000
employees

Total tax contribution
51
billion DKK



R&D centres
in China, Denmark,
India, UK and US

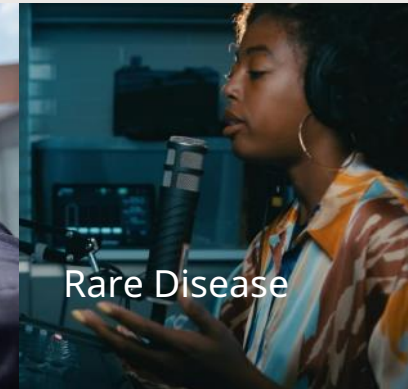


Strategic production
sites in Denmark, Brazil,
China, France and US

Globally, serving
41.6
million people living with
diabetes and obesity



Cardiovascular & Emerging
Therapy Areas



Rare Disease



Diabetes



Obesity

A top five
pharma company measured
by market value¹

DD&IT

Digital, Data & IT

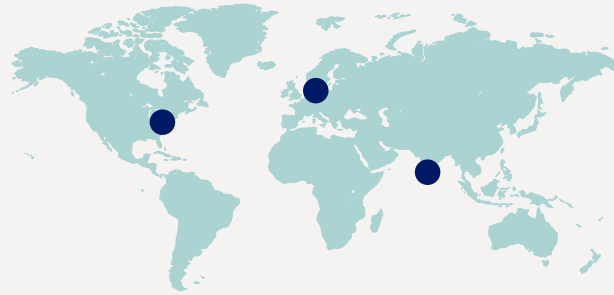
We are the trusted **tech leader**. We explore new technologies and bring them to our business partners across the **Novo Nordisk** value chain.

We are **always on**, providing the **tech foundation** which ensures that Novo Nordisk is fully powered by digital, data and IT – **24/7**, 365, year after year.

We are **always moving** along with changing **business** needs and emerging **technologies**.

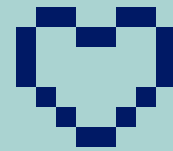
We **connect** the digital, data and IT dots across the business and we enable Novo Nordisk's strategic aspirations through our **must win battles**.

We **drive change** through digital, data and IT.



We are **all over the world** with major hubs in Denmark, US and India

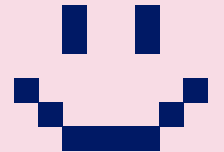
Providing digital solutions to improve the lives of



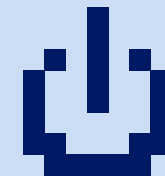
41+
million patients



65,000
users



A community of
3,700
colleagues,
driving digital,
data and IT



Practicalities & Scope



What will be covered in this presentation.



We will not talk Fabric
– *except for a few reflections at the end.*



Questions are welcome at the end with 15 minutes reserved for Q&A.



Being the spoiled kids.



We represent the platform team.

Data Culture and Self-service BI at Novo Nordisk



Organizational and management support.



Maturity of data analysts.



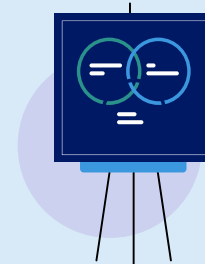
BI platforms are offered as self-service. Anyone can use them.



Compliance with corporate IT policies required.



Multi-platform BI stack.



Result: Several hundred active BI solutions.

How Power BI came about



Evaluation of Power BI done by Corporate BI function as part of first foray away from SAP. Competing tools chosen over it.



Strong push comes from a bigger stakeholder for it. Ad-hoc license + capacity purchased by LoB.



Start from 10s to Ends at ~2K MAU. Novo'fied trainings started.



Power BI platform GxP qualified.



Fabric arrives.

Pre 2017

2017

Spring 2019

End 2019

2020

2020

2021

2022

2023

2024

Diverse landscape and large user-base in the other tools in the BI Magic Quadrant.



But:
Few smaller business units went with PBI in localized mode.
Number of users in 10s.

Dutch affiliate runs into Gateway issues. Asks Corporate BI for help.



Official Adoption: Internal alignment leads to corporate BI adopting PBI for specific use-cases within the MS cloud/services.



Central IT financed sponsorship for capacities model adopted. Pro license cost still passed-on to LoB



Power BI Pro license made available for all.



The Current Picture



August 2024
in numbers:

Active Workspaces

393

Active Reports

1,300

Active Developers

~ 1,100

Active Users

31,801

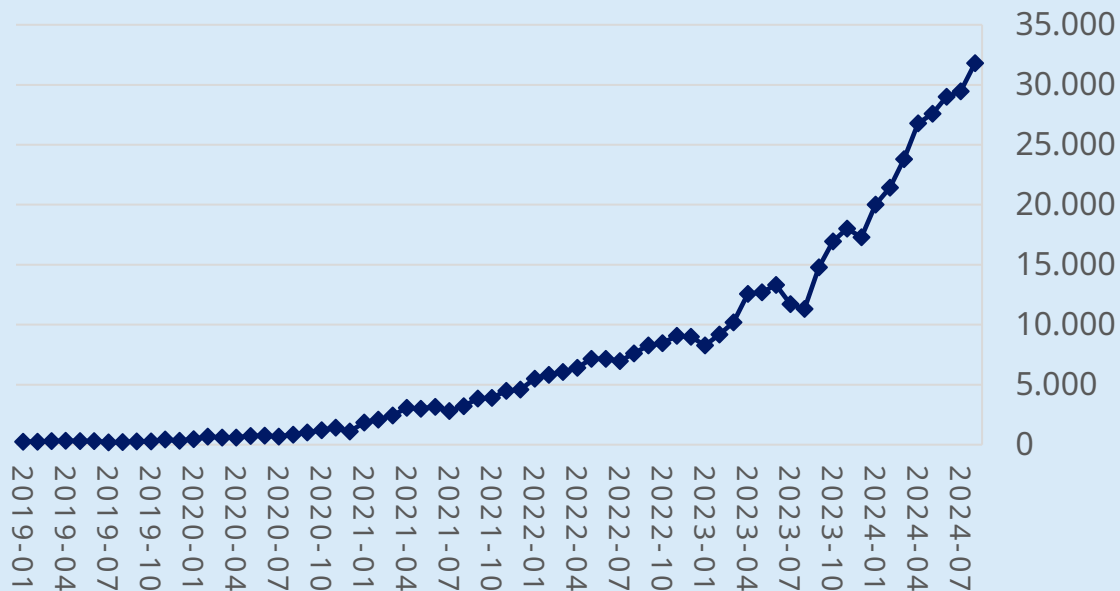
Total Platform Interactions

4.0 million

Total capacities

14 P1

◆ Power BI Monthly Active users



Structuring of premium capacities:



Central Financed Citizen Zone
Main area accommodating the most common use cases.



Business Critical
Areas designed to support critical business operations.



Dedicated for Specific Purposes
Zones tailored to the needs of specific Lines of Business (LoBs).



Quarantine Zone
Reserved area for specific scenarios.

Training



> 2200 folks trained with internal trainings.



ESI widely promoted.



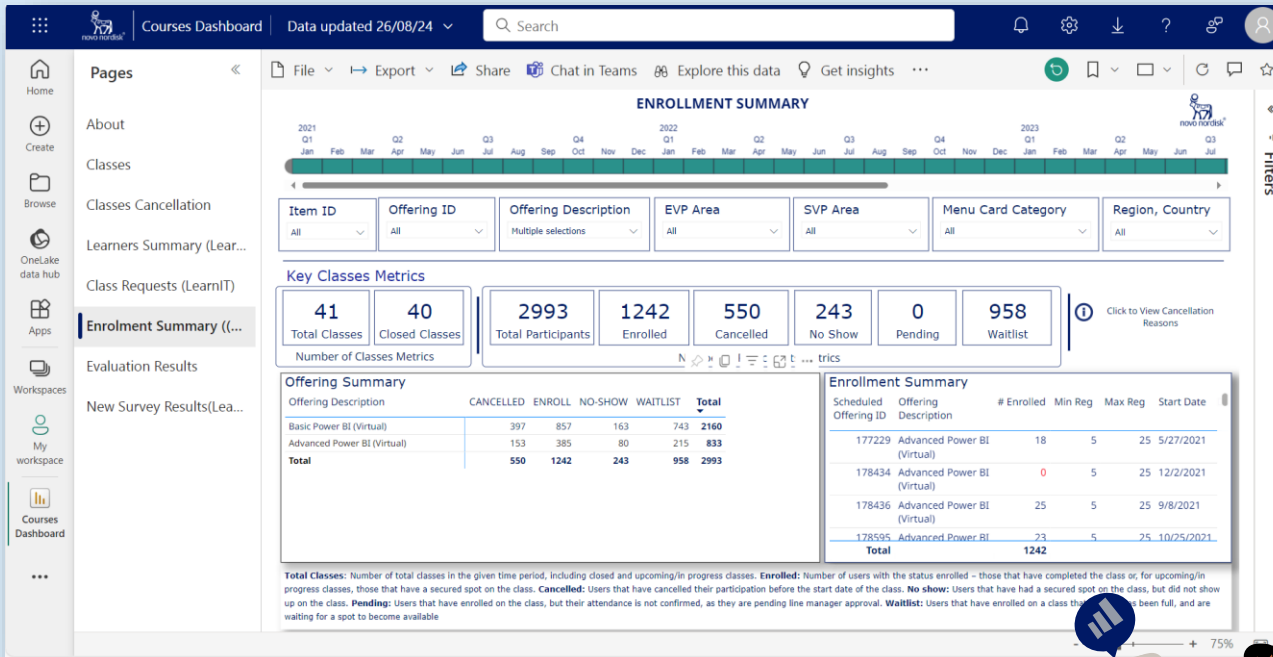
Cloud Skills Challenge utilized periodically.



Post Training 1:1 solution consultation.



Contribution to EVP-area trainings. Three different flavor of NN trainings existing.



Enabling Power BI users

Best
practice in
Novo
Nordisk

Community

Remove
barriers

License

Capacity

Access to data

Working with
externals

Ops & Support
Structures

Consultancy Service

Community
Management

Ad hoc
advisory &
consultancy

Power BI
Hour

Weekly open online
session for
questions on Power
BI development

Currently 67
sessions hosted

Enabling Power BI users

Best
practice in
Novo
Nordisk

Community

1853 Members

Remove barriers

License

Capacity

Access to data

Working with externals

Ops & Support
Structures

Consultancy Service

Community
Management

Ad hoc advisory & consultancy

Power BI Hour

Weekly open online
session for
questions on Power
BI development

Currently 67
sessions hosted

Enabling Power BI users

Best
practice in
Novo
Nordisk

Community

Remove
barriers

License

Capacity

Access to data

Working with
externals

Ops & Support
Structures

Consultancy Service

Community
Management

Ad hoc
advisory &
consultancy

Power BI
Hour

Weekly open online
session for
questions on Power
BI development

Currently 67
sessions hosted

Enabling Power BI users

Best
practice in
Novo
Nordisk

Community

Remove
barriers

License

Capacity

Access to data

Working with
externals

Ops & Support
Structures

Consultancy Service

Community
Management

Ad hoc
advisory &
consultancy

Power BI
Hour

Weekly open online
session for
questions on Power
BI development

Currently 67
sessions hosted

Enabling Power BI users

Best
practice in
Novo
Nordisk

Community

Remove
barriers

License

Capacity

Access to data

Working with
externals

Ops & Support
Structures

Consultancy Service

Community
Management

Ad hoc
advisory &
consultancy

Power BI
Hour

Weekly open online
session for
questions on Power
BI development

Currently 67
sessions hosted

Enabling Power BI users

Best
practice in
Novo
Nordisk

Community

Remove
barriers

License

Capacity

Access to data

Working with
externals

Ops & Support
Structures

Consultancy Service

Community
Management

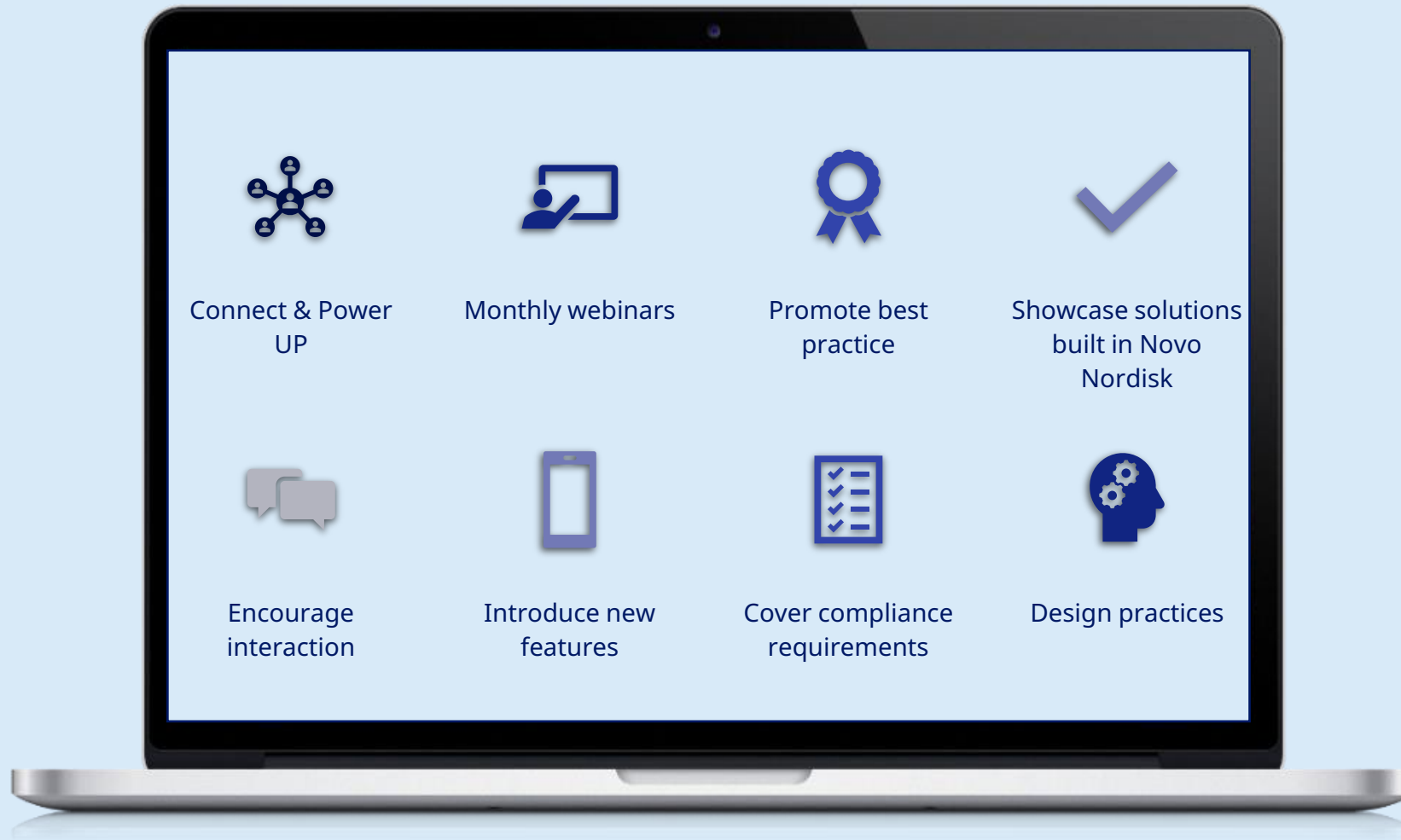
Ad hoc
advisory &
consultancy

Power BI
Hour

Weekly open online
session for
questions on Power
BI development

Currently 67
sessions hosted

Webinars



Governance model



One tenant =>
One platform =>
One platform team



Pro license available for all users.



Premium Capacity made free for all.
Subject to fair usage.



Workspaces are created upon request.



Workspace access controlled by owner.



Centrally managed gateways.



Periodically clean-up of unused content.



New features are endorsed when generally available.



Self-service with business criticality

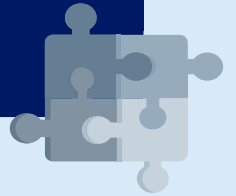
Split of responsibilities is key.



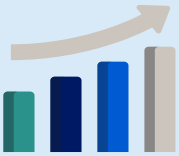
Split of infrastructures & processes as much as PBI allows.



Ways of Working for the future..



Pains and struggles



Scaling of

- Team
- Premium Capacities
- Gateway setup



Administration

- Lack of granular control over features.
- Overview of activities
- Getting overview without being API master.
- Access on too many different levels.



Custom visuals



Keeping up with Microsoft

- not knowing what is about to be released.



Platform governance model built for Power BI

- not well suited for Fabric.

If we could do it all over ...



Better mechanism for scaling.



Governance model with multiple tiers.

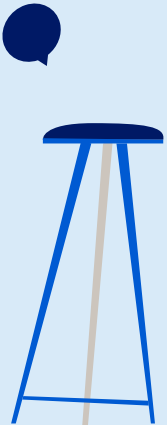


Enforce best practice.



Allocate more time to assess new features.

...wait a minute! We are doing it all over thanks to Fabric.



Q&A

Living on the edge...

CU % over time

Linear

Logarithmic

● Background % ● Interactive % ● Background non-billable % ● Interactive non-billable % — Autoscale % — CU % Limit

