

Creating faster, more comparable affiliate performance reporting with a single reporting standard

## Executive Summary



**When commercial decisions span multiple markets, speed and confidence matter as much as insight itself.** For global organisations like Abbvie, the ability to compare performance consistently across affiliates is critical to steering growth, prioritising investment, and executing effectively at scale. Yet as product portfolios expand and local market realities diverge, reporting can quickly become fragmented, slow, and contested. This case study explores how AbbVie partnered with Peraison to create a single, business-owned reporting standard that restored comparability, accelerated time to insight, and shifted leadership focus away from reconciling numbers towards driving commercial performance.

## The Challenge

AbbVie's commercial leaders needed to compare performance across affiliates with confidence. In practice, local variations in product and account definitions made reporting harder to reconcile and slower to act on. Teams spent unnecessary time debating definitions and aligning numbers instead of focusing on market opportunities, account strategy, and execution. The business needed a pragmatic way to standardise definitions and keep them current as new products and accounts emerged, without committing to a long, costly enterprise programme that would be difficult to sustain.

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## The Approach

Peraison implemented a business led master data approach designed around three commercial outcomes: comparability, speed, and sustained accuracy.

### **A single reporting standard, owned by the business**

We helped establish an agreed reporting master for products and accounts and clarified the rules that link local records to those definitions. This ensured that performance reporting reflects how leadership wants to run the business, not how individual sources happen to label data.

### **Exception led operations to reduce effort and increase speed**

Instead of asking teams to review everything, the process routinely checks new records against existing mappings. Items already aligned flow through with minimal effort. Only new or unmatched products and accounts are surfaced as exceptions, routed to accountable data owners, and resolved through a controlled update cycle. This focuses steward time on the small set of changes that matter, which reduces noise and accelerates reporting readiness.

### **A closed loop that protects commercial decision making over time**

Once an exception is resolved, that mapping becomes part of the operating rhythm so the same issue does not recur. Over time, coverage improves and the organisation avoids silent data drift that undermines comparability and confidence. Outputs are produced in reporting ready form and can support downstream analytics and planning use cases, such as scenario and revenue modelling, without being tied to any specific front end.

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## The Impact

AbbVie gained cleaner regional comparability and faster time to insight by reducing reconciliation and shifting work to targeted exception resolution. Decision making improved because stakeholders shared one set of definitions and could focus on performance and execution rather than debating the numbers. The approach created a scalable commercial foundation that can extend to additional domains and regions on any preferred technology stack.



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