

CASE STUDY

75% REDUCTION IN ISSUE RESOLUTION TIME USING AZURE CLOUD-BASED APPLICATION

CREATION OF AN INTUITIVE, EASY-TO-USE, AND UNIFIED DATA QUALITY MANAGEMENT APPLICATION TO STREAMLINE OPERATIONS AND GAIN A HOLISTIC VIEW OF DATA QUALITY FOR FASTER AND INFORMED DECISION-MAKING



INTRODUCTION

*Data is like water; neglect its quality
and fear the indigestion.*

– Adrien Saint

The above quote holds very much true for the life sciences industry. Life sciences companies rely heavily on huge amounts of commercial data such as prescription, claims, field sales, and chargeback/rebate that come at different granularity levels. In addition, the exponential increase in data volume provides multiple opportunities to life sciences companies to derive actionable insights by stepping up their data management and advanced analytics capabilities. Hence, constant data quality monitoring is essential since even a small mistake can result in undesired business outcomes and, above all, it may pose a risk to the health and lives of patients.

The stiff legacy data warehousing platforms usually are not equipped with modern-day innovative data quality management strategies. They lack a centralized business rules repository to address quality and accuracy within a well-defined framework across multiple data sets coupled with an agile architecture to identify and report data anomalies regularly.

This case study illustrates how Axtria developed a one-stop-shop data quality management solution for a global pharmaceutical company to create a single version of the truth across all data sets in an interactive, user-friendly application.





BUSINESS SCENARIO

A global pharmaceutical company faced data quality inconsistencies with data vendors across multiple data sets (such as chargeback, anonymous longitudinal patient data, demand sales, and specialty pharmacy). The data provided by the vendors had several issues and inaccuracies that were being detected very late in the data processing life cycle, sometimes just before incentive compensation pay-outs to sales representatives. The data validation process caused delays in downstream processes and deliverables and resulted in several vendor follow-ups.

BUSINESS OBJECTIVES

The company wanted to identify data issues at the time of data ingestion into the system to resolve the issues with the vendors before processing it for reporting purposes. The company, therefore, sought an application that had the following elements:

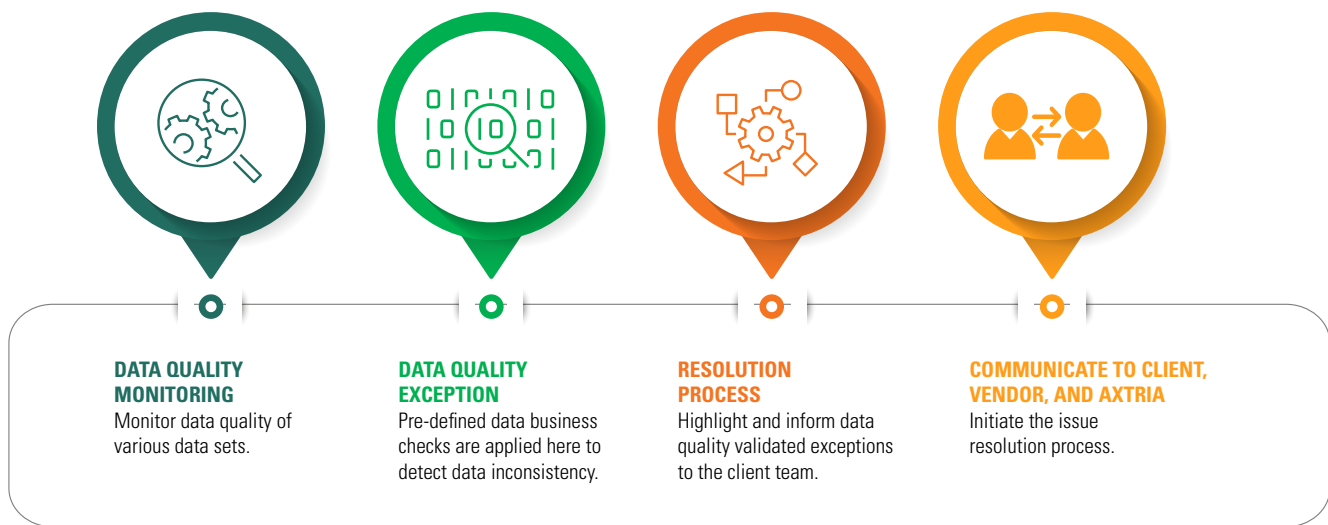
- 1 A centralized business rules repository that addresses quality and accuracy issues within a well-defined framework across multiple data sets
- 2 An agile architecture to identify and report data anomalies daily
- 3 Reporting and analytics features for stakeholders who are responsible for ensuring data quality across various data vendors

AXTRIA'S SOLUTION

Axtria developed a cloud-based data quality management application for the company to detect and track data quality issues at the time of data load to increase efficiency in resolving data issues before being processed for business reporting. The application has the following features:

1. **Centralized, one-stop-shop** for end-users to view a single version of the truth across all data sets. The solution is highly customizable and scalable as per the company's requirements.
2. **Early alerts mechanism** to identify data inconsistencies by conducting integrity/business checks.
3. **Automated process** for daily refresh testing of the application; thus, minimizing errors due to human intervention.
4. **Downloadable dynamic reports** function to provide detailed information on data issues to vendors.

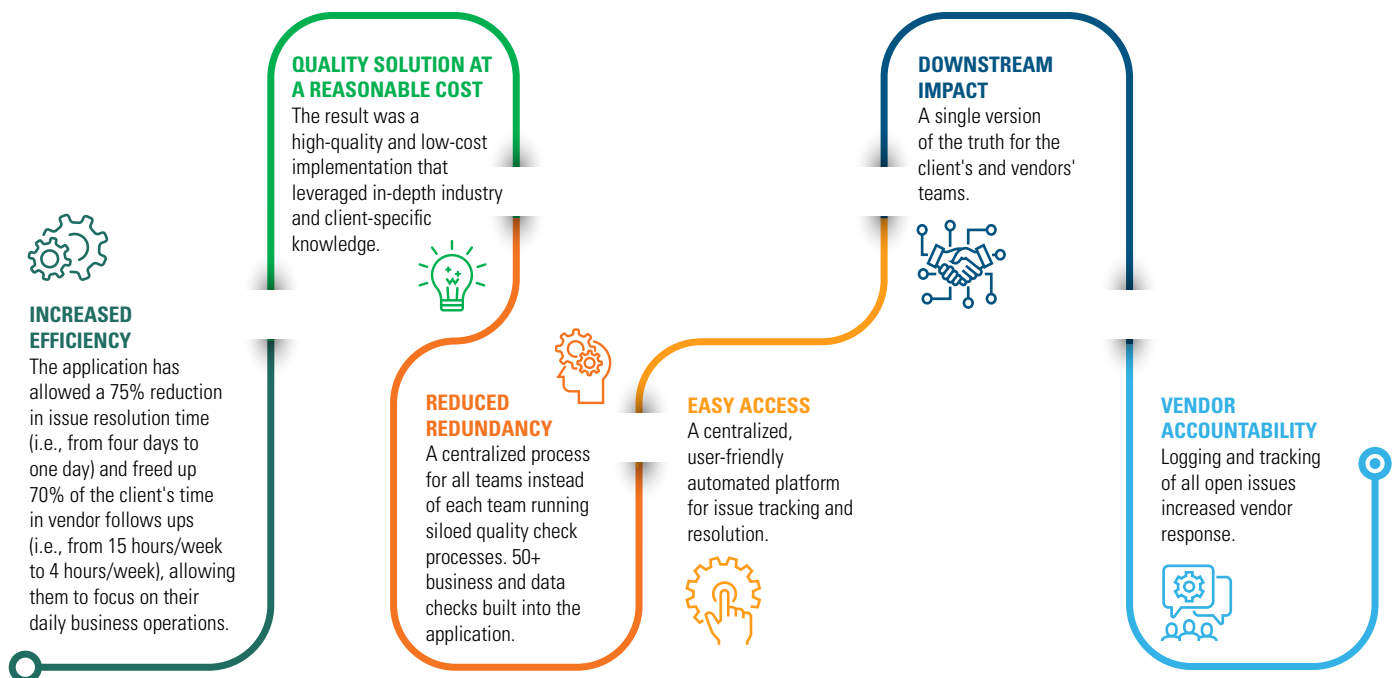
Figure 1: Data Quality Monitoring Process



Source: Axtria, Inc.

KEY BUSINESS BENEFITS

Axtria has leveraged this application to work with the company's data vendors to get data issues resolved quickly and cost-effectively, thereby enabling timely business operations. Key benefits of using this application include:





CONCLUSION

Axtria's cloud-based application for data quality management provides efficiencies to the client in issue identification, tracking, and resolution. With an intuitive, easy-to-use, and centralized solution, the company can streamline operations and gain a holistic view of data quality to make faster and more informed decisions.

What's Next: As the next steps, Axtria has recommended the following enhancements to the application:

- Building out the library of business checks so it is more robust to identify new issues.
- Extending the interactive functionality so that the end-users can update information in the front-end application.

To learn more, read Axtria's case study on Unlocking 33% Performance Gains With Commercial Data Management For Top Pharma.

Founded in 2010, Axtria is a global provider of cloud software and data analytics to the life sciences industry. We help life sciences companies transform the product commercialization journey to drive sales growth and improve healthcare outcomes for patients. We continue to leapfrog competition with platforms that deploy artificial intelligence and machine learning. Our cloud-based platforms - Axtria DataMAX™, Axtria SalesIQ™, Axtria InsightsMAX™ and Axtria CustomerIQ™ - enable customers to efficiently manage data, leverage data science to deliver insights for sales and marketing planning, and manage end-to-end commercial operations. We help customers in the complete journey from data to insights to operations.

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