

CASE STUDY

ENABLING FASTER GO-TO-MARKET WITH HIGH PERFORMANCE DATA MANAGEMENT

COMMERCIAL DATA WAREHOUSE FOR PHARMA SMB



“When it comes to **data management**, SMBs face multiple challenges in bringing their products to the market.”

INTRODUCTION

Data is a high-value asset in today's connected world. Increasingly, small and mid-size businesses (SMBs) are looking to harness the power of big data for their business growth. According to a report published by Research and Markets, big data deployment by SMBs will witness a CAGR of 43% by 2018.

As a growing segment in the US pharma market, the SMBs have an advantage owing to their lean structure, agility, and product innovation. However, when it comes to data management, they face multiple challenges in bringing their products to the market.

BUSINESS SCENARIO

The client, an SMB operating in multiple markets, needed to set up a commercial data warehouse (CDW) and enable field and home office reporting along with self-service capabilities for their leadership, sales operations, and field force. At the onset of its commercialization journey, the SMB wanted to ensure effective use, engagement levels and expected outcomes of data without being worried about:

- High cost of initial investment in IT infrastructure
- Lack of skilled manpower
- Lack of collaboration between business and IT teams



“Key challenges facing SMBs emanate from **understanding of data and information** objectives, leading to a sub-optimal operational efficiency and inconsistent GTM strategy implementation.”

THE CHALLENGES

As would a typical SMB at the start of the commercial operations, there was a need for clear understanding of the data and information objectives, impacting efficiency of operations and disrupting their go-to-market strategy. The challenges, really, existed across the organization.

1. Home Office and Operations:

- There was no data integration across various data sources
- Historical data was in silos and not available for quick references
- The existing excel-based reports were based on limited data sets with limited KPIs
- The business rules were complex, containing multiple files based on different sales teams, segmentation, prescription split mechanism and market definitions
- There was a need for a role-based security and weekly-level changes based on CRM employee roster

2. Sales Team:

Two sales teams, running parallel operations, were facing several challenges with data integrity and insights

- The sales force was getting untimely insights from the sales operations team
- There was no track of how the insights were being used by the sales force for their daily activities

3. The Leadership:

- Received delayed weekly and monthly analysis from the teams
- Was reluctant to invest heavily on infrastructure set-up



AXTRIA APPROACH & SOLUTION

Looking at the client's challenges, Axtria inclined the approach towards setting and managing the SMB's expectations and objectives of Data Management. The approach centered around:

1. Rapid data source onboarding
2. Easy data quality rule configuration
3. Built-in data processing workflows
4. Speed of go-to-market and
5. End-to-end data management and reporting (self-serve) capabilities

To manage these expectations and objectives, Axtria's Customer Data Management platform:

- Enabled fast onboarding of extensive data sets and configured the Data Quality (DQ)
- Provided a scalable Data Quality Management (DQM) and Query Rule Engine (QRE), which led to easy and quick evolution of data warehouse, data mart and the DQM system such as-
 - Changes in split prescription rule
 - Team to market mappings
 - Alignment renaming
 - Promotional value of product
 - HCP segmentation
- Ingested the client's data, leveraging the built-in data workflows and incrementally populated the data warehouse at the required frequency
- Enabled profiling of data through configured DQ checks early in the data lifecycle, resolving data issues with providers prior to going live, thus bringing **agility**
- Enabled pre-built and **customized canned reports** based on the finalized KPI framework
- Deployed the solution using secured virtual private cloud, ensuring **scalability**
- Data and **role-level security** enabled for more than 110 users of reporting platform
- Axtria also **trained the end-users** on the platform and built-in reporting capabilities for effective transition to the new platform

A dashboard, built using the already pre-built optimized data mart and reporting components, delivered:

- **Power user dashboards:** Excellent DQ check point to the Analytics team to get a mounted overview of the data, irrespective of user restrictions. The dashboards added business perspective to the application over time.
- **User governance dashboards:** The field users could identify, redesign and optimize previously less accessed sections, driving high-adoption and utilization.

"Axtria's Commercial Data Management, being a low-cost, quick to implement and hands-on solution, delivers a **significant cost saving.**"



"Axtria
Implemented
the **solution**
in **12 weeks**
– including
requirements,
development,
testing,
UAT and
deployment."

CLIENT BENEFITS

Axtria's Commercial Data Management delivered:



Increased adoption rate

85% of users
logged in daily



Increased usage

Average session time
of 200 mins / month
per user



Time saving

Reduced turnaround
time to receive insights
from three days to
one day

The SMB, through implementation of a low-cost solution, managed a significant cost saving.

CONCLUSION

Data management is crucial for growth and innovation. Data solutions can be inherently complex, dynamic and challenging. Moving to the cloud brings in agility, speed and scale to drive performance.

Using its high-performing, end-to-end data management solution, Axtria helped the client seamlessly integrate data sources, and analyze and process data in real time. While it saved cost and time, it also ensured easy availability of data-driven insights for the leadership and sales force alike.

Founded in 2010, Axtria™ is a Big Data Analytics company which combines industry knowledge, analytics and technology to help clients make better data-driven decisions. Our data analytics and software platforms support sales, marketing, and risk management operations in the life sciences, finance, retail, and technology industries. We serve clients with a high-touch on-site and onshore presence, leveraged by a global delivery platform that focuses on reducing the total cost of ownership with efficient execution, innovation, and virtualization.

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