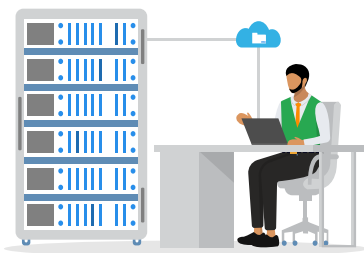


CASE STUDY

REBUILDING THE CUSTOMER MASTER DATA SYSTEM TO ENHANCE BUSINESS PROCESS AND REALIZE MAXIMUM BENEFITS



INTRODUCTION

Life sciences organizations have hundreds of separate applications and systems (i.e., ERP, CRM, etc.) where data that crosses organizational departments or business functions can easily become fragmented, duplicated, and most commonly out of date. When this occurs, answering even the most basic but critical questions about any performance metric or key performance indicator (KPI) for a business accurately becomes a pain. The need for accurate, timely information is acute, and as data sources increase, managing the data consistently and keeping data definitions up to date so all parts of the business use the same information is a never-ending challenge. Companies turn to designing master data management (MDM) solutions to meet these challenges.

The importance of mastering customer data cannot be debated. By connecting the data held within the customer master solution, organizations can link and consolidate data across systems to get a 360° view of the customer information.

BUSINESS SCENARIO

A leading life sciences company wanted to upgrade their existing customer master solution from Informatica MDM v9.7 to Informatica MDM v10.4. Their existing business processes around master data were ineffective and posed major roadblocks for their new launches and go-to-market strategy.

The company wanted to transform its business processes around customers by introducing a new and effective customer master solution to change the way field and various teams interacted with healthcare professionals (HCPs) and healthcare organizations (HCOs). A scalable framework was required for faster data source onboarding and improving the field user experience.

CHALLENGES

Onboarding and integration of new data sources

- No steam-line process and data model to onboard new sources
- No delta detection mechanism leading to longer service level agreements (SLAs)



Legacy MDM challenges

- No mechanism to restrict the merge between different account types such as integrated delivery networks (IDNs) and hospitals
- Duplicate addresses due to poor address standardization rules
- Duplicate relationships in the system due to poor quality of deduplication rules

Data quality issues

- Lack of effective data quality (DQ) checks to ensure DQ in the MDM system
- Lack of enterprise-wide taxonomy with ineffective account classification impacting brand performance

Lack of mastered information

- Siloed mastering, without a 360 view of customer data
- Master ID maintained outside of MDM system

Lack of governance council

- Lack of well-defined data governance processes and structure
- No central committee or task force to drive new initiatives effectively

Inefficient data stewardship

- No documentation or standard operating procedure (SOP) for streamlined data stewardship
- Multiple data change request (DCR) fixes were required in multiple systems due to the lack of master data integration
- Lack of traceability of data stewardship
- Longer timelines for DCR resolution



AXTRIA'S APPROACH TO THE SOLUTION

	Axtria's MDM team performed a deep-dive analysis of 40+ data sources and created a plan for onboarding, and recommended industry best practices
	Enabled a user interface (UI) driven exception management framework for data stewards to reprocess the failed customer data entries and manage the manual merge queues
	Helped the client in creating an ingestion framework based on delta detection to publish only delta customers to downstream systems
	Ensured a future-ready system with direct integration to Veeva CRM to help propagate "search before create" and to integrate Veeva DCRs with MDM in real-time
	The team took ownership of the detailed reconciliation and MDM change management process with downstream applications



KEY HIGHLIGHTS OF THE SOLUTION

 5M+ Customer Universe	 4 Cloud System Integration
 Customer Data Refresh	 2 Therapeutic Areas
 18 Sales Teams	 3 Brands
 1 Launch Brands	 ~2000 Data files processed every month
 ~40 MDM Contributing Sources	 Collaboration : CDE : Data Governance : Brand Teams

BENEFITS

Area	Agility and Responsiveness	Data Quality and Rules Transparency	Field Force Experience
Benefits Delivered	<ul style="list-style-type: none">Customer universe doubled, thus making a positive impact on sales coverage and top-lineCycle time reduced by 60%50% reduction in time to add new data sources like patient, digital, etc.Maintained integrity of business rules across applications, business teams, and downstream systems	<ul style="list-style-type: none">Data quality dashboard with details of record drops, processing status, and data quality checksSame-day resolution of data quality exceptions captured in Informatica IDQ, thus providing clean data for sales operations like alignment, sales crediting, and visualization reportsCustomer data managed from a single application and authority with business users	<ul style="list-style-type: none">Reduced response time for field force's data requests from one week to two daysIncreased the coverage of data requests from three attributes to sevenDetailed SOPs to help the field team navigate through the new processes, UI, and datasets with ease



CONCLUSION

With Axtria's implementation of Informatica MDM v10.4, the client realized the benefits of an extended customer universe with a new business process to transform their field reach and provide accurate HCP/HCO information to sales operations. Informatica MDM v10.4 along with Informatica IDQ brought:

- UI driven data quality rules and an exception management system to speed up the delivery to business users
- A single source of master data to meet the needs of all the downstream applications like Veeva CRM, the data warehouse, sales operations functions like incentive compensation, targeting, sales crediting, etc.
- Standardized taxonomy across the IT landscape to make business reporting more precise, thus providing flexibility to various business teams
- Helped create a UI driven framework to streamline data stewardship activities

With these benefits, the client was able to transform the business processes with accurate master data, resulting in an effective go-to-market strategy. The business teams were able to make faster and better decisions resulting in potential top-line growth and cost savings.

REFERENCES:

1. Multiple myeloma, Mayo Clinic, available at <https://www.mayoclinic.org/diseases-conditions/multiple-myeloma/symptoms-causes/syc-20353378>

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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