



## Helping a Global Pharma Leader Strengthen its Strategic Business Intelligence

### Business Situation

A global pharmaceuticals company wanted to improve its information management and business intelligence reporting capabilities, especially in terms of making the right insights available to the right decision-makers, at the right time. Its sales, marketing and finance organizations all handled reports independently of each other, leading to inconsistent information, poor data quality and a lack of transparency. Reporting was mainly a manual process, resulting in low efficiency and high costs.

At the top management level, executives lacked a 360-degree report to support their decision-making, while area managers used offline dashboards to track performance and sales. The sales department used third-party data for business analysis, whereas first-line sales managers required real-time reports for performance tracking.

### Challenge

There were several challenges to overcome in meeting the pharmaceuticals organization's needs. One was an extremely tight schedule for the development phase, coupled by poor data quality and inconsistent master data in different systems. Additionally, design and development of the data warehouse needed to run in parallel with the build of two of its key data sources.

The client was also concerned about system performance, due to a high volume of data and

a potentially large number of concurrent users. Because of its complex business logic and a continual need to adapt to dynamic business rules, there was also a need for an agile system that was flexible and highly configurable.

### Solution

To respond to these needs and issues, we set up an on-site team comprising senior business analysts, database architects, senior extract-transform-load (ETL) and Cognos developers and a project manager who interacted with the client and other vendors. The on-site team was supported by a dedicated offshore team, which included developers from relevant horizontal business areas, professional testers and a delivery manager.

The business analysts and architects worked closely with the client's business process experts on clarifying user requirements and developing functional requirement specifications. System architects and ETL developers collaborated on data warehouse design, with the ETL developers handling the actual loading of data into the executive information system, while working closely with the client on data verification.

Additionally, the .NET and Visual Basic for Applications (VBA) team developed Web and offline reports, while the Cognos team developed dashboards, online reports and cubes. The testing team developed test plans and cases for all reports and were responsible for all report system integration tests. Overseeing all this, our

## Implementation Details

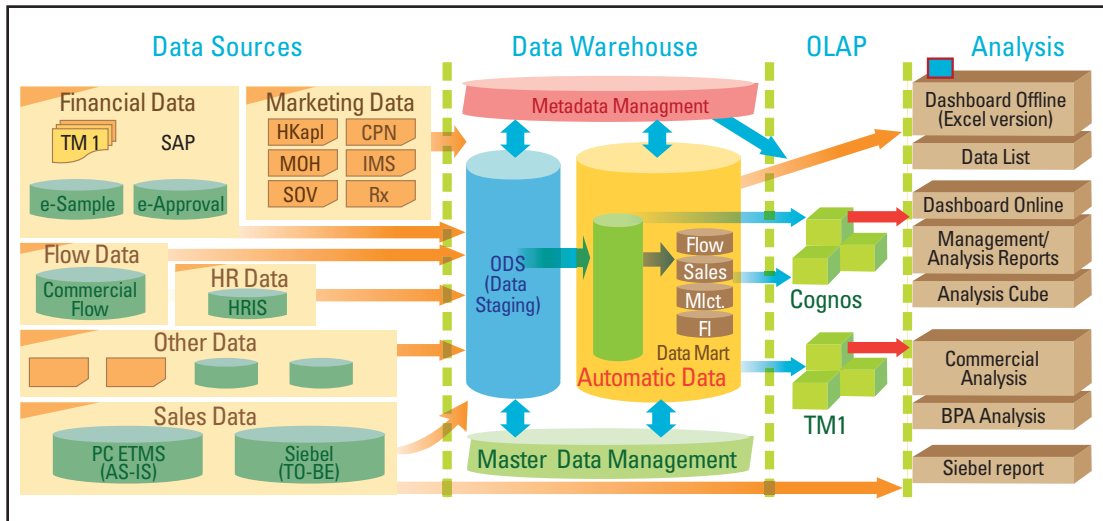


Figure 1

delivery management team made sure that the work of the on-site and global teams was well-synchronized.

The technology we used included Microsoft SQL Server 2005, SQL Server Integration Services (SSIS), Cognos 8m TM1, .NET and VBA.

### Benefits

The client has realized several benefits from the implementation, including the elimination of manual report generation, resulting in time and cost savings. Furthermore, it is now able to rapidly deliver relevant information and analysis to the key decision-makers in the organization. Additional benefits include:

- Ability to measure the effectiveness of call planning and activity against actual sales for a province.

- Ability to generate reports delivering insight into sales performance, market share, promotional analysis, quarter-to-quarter performance, etc.
- Availability of a data warehouse with one source of data for all external data feeds as necessary.
- Robust process to generate business intelligence in an extremely volatile economic environment, with changing BU structure, sales team structure and changes in external data feeds for different types of information.
- Clear the cobwebs with respect to data availability and quality, with a clear picture of the areas of improvement with respect to data procurement in the organization.

### About Cognizant

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