INFOCEPTS

Consolidating a Global Pharmaceutical Company's Disparate CRM Data to Enable Advanced Analytics

The Challenge

Our client is a global pharmaceutical company that specializes in the treatment of a rare life-threatening genetic disease. Their drugs gained popularity within a short span of time leading to fast-paced growth across multiple geographies. It warranted the use of a variety of CRM systems to support their sales and patient engagement teams. These systems played a critical role in enabling their business leaders to make strategic decisions.

The following impediments led to delays in providing timely insights to their business leaders –

- Data silos – They have disparate teams that were using individual Salesforce systems. It made data management difficult with no provision for new enhancements and analysis
- Manual data wrangling – They were manually analyzing data obtained from Salesforce systems in the form of exported Excel sheets to analyze CRM data and create reports. It led to inefficiencies and required considerable efforts
- Lack of Advanced analytics, Ad-hoc and self-service capabilities – Their systems could provide only basic analysis and failed to support self-service or ad-hoc analysis for business users. Capabilities such as history tracking or point-in-time analysis and extracting insights from slowly changing dimensions were unavailable
- Mobility - Their systems lacked mobile capabilities necessary for enabling field sales representatives to make decisions efficiently

They wanted a solution that could consolidate all CRM data and provide insights with minimum effort and significant efficiency to users across all hierarchies.

The Solution

We undertook a major consolidation program to create a single version of the truth Oracle-based data mart. It includes data from disparate Salesforce systems and various third party sources extracted from different business functions. The data mart is a critical component of our solution that uses MicroStrategy's advanced analytics capabilities. The solution serves as a unified CRM system for fulfilling analysis and reporting requirements of all teams.

Key highlights of the solution are –

- Fulfills reporting requirements of commercial field sales reps, global field medical teams, managed markets, and patient services teams with advanced security features
- Uses MicroStrategy analytics platform for direct connection with salesforce.com as well as for creating apps and dashboards on populated Oracle enterprise data warehouse
- iPad friendly dashboards and apps that are easy to manage and provide insights to field sales team for making on-the-go decisions
- SSO (Single Sign-On) integration provides a seamless user experience with hassle free login by integrating SecureAuth and MicroStrategy on web browser and iPad
- We used MDM (Mobile Device Management) platform IBM MaaS360 to create a customized MicroStrategy app with company brand guidelines that was automatically installed on users' mobile devices
- Provides advanced analytics using MicroStrategy's reporting features while automating KPIs to eliminate Excel based data wrangling and enable ad-hoc analysis
- Distributes reports to intended users or specific users at specific times using MicroStrategy Distribution Services

The Results

We successfully delivered a solution that consolidates all enterprise CRM data to provide advanced analytics using MicroStrategy's effortless reporting capabilities. Key benefits of our solution are –

- 30% reduction in daily efforts to track KPIs due to automation
- Field sales teams were able to improve their HCP (Healthcare Provider) reach with up to 20% efficiency in achieving goals and time management
- High performance user experience on MicroStrategy dashboards for improved user adoption was achieved with Intelligent Cubes (In Memory data process within MicroStrategy)

Summary

Our client is a global pharmaceutical company that faced several business challenges due to disparate CRM systems. Their systems lacked capabilities necessary for advanced, ad-hoc and self-service analysis. They relied on Excel based data wrangling for generating insights. We developed an Oracle-based data mart to consolidate all CRM data and used MicroStrategy for providing advanced analytics effortlessly.

Industry
Pharmaceuticals

Users
National Managers, Regional Managers, Territory Managers, and Sales Representatives

Technologies
MicroStrategy, Informatica and Oracle

Team Size
8 InfoCeptians
1 Client Associate