



TechD and Cognos Help a Global Pharmaceutical Firm Create a Single Source for Data

TechD installed IBM Cognos and provided a data-delivery solution that will serve as the foundation for reporting improvements, act as a replacement for externally managed and delivered reports, and provide the ability to combine multiple sets of data. This structure—coupled with common and repeatable processes—allowed the organization to apply standard tools for receiving, loading, maintaining, and accessing data.

THE CHALLENGE

The company used several business-analytic tools within the overall organization. At the time, there was no one standard software product across those organizations owned by the corporate parent. The push was to make IBM Cognos the universal business-analytic tool among divisions. With data in different formats and locations, the team experienced major process inefficiencies on a daily basis. In order to improve architecture, the organization sought to organize their structured data into a single data mart to be used for both their reporting and analytics.

THE SOLUTION

TechD provided a data-delivery solution to serve as the foundation for reporting improvements, act as a replacement for externally managed and delivered reports, and provide the ability to combine multiple sets of data. A data mart and data cubes allow Business Analytics to access a single source of truth for all structured data reporting needs. The team can easily and consistently combine structured data from disparate sources for improved analytics and insight. This provides a means to support or replace externally hosted reporting solutions and provide a structured foundation for the consideration of unstructured or big data.

THE BENEFITS

TechD and IBM Cognos have provided a consistent data format and structure for analysis. When coupled with common and repeatable processes, this allows the organization to apply standard tools for receiving, loading, maintaining, and accessing data. As a result of the enhanced data delivery solution, the client has enjoyed greatly improved efficiencies in both the processing and analysis of their data. An added benefit comes from the potential for cost reduction—thanks to the reduced dependency on external vendors for data manipulation, computation and report development.



The client is the sales and marketing operation of a large pharmaceutical firm. The company addresses important medical needs in the clinical areas of oncology, immunology, neuroscience, infectious diseases and vaccines, metabolic and chronic diseases, and women's health issues. They supply services and solutions to physicians and patients all over the world.