



Clinical Software  
Company

# Improving Public Health Through Accelerated Clinical Trials: Making the Most of Enterprise Data to Speed Innovation

*"Our partnership with Informatica helped us focus on what's important: to become more agile and innovation-driven."*

Senior Director  
Business Innovation  
Clinical Software Company



Goals	Solution	Results
Replace legacy infrastructure with cloud systems and SaaS applications to increase operational efficiency	Link SaaS applications using Informatica Cloud Application Integration on AWS	Strengthened corporate agility and innovation, propelling 18% year-over-year growth
Unify IT systems to create a single source of research data truth	Manage the flow of clinical research data in and out of applications with Informatica SaaS plugins	Increased time saved during integrations by 40%, allowing IT team to focus on other priorities
Standardize approach to data integration and eliminate reliance on third parties	Consolidate data into a central warehouse on Amazon Redshift, and create a holistic enterprise view with Informatica Intelligent Cloud Services and AWS	Reduced the cost of major IT implementations by 50%

## Business Requirements:

- Eliminate legacy research data silos and unify corporate information
- Exploit master data throughout the organization for more efficient operations
- Design a data platform that can flex and scale to support future growth

### About the Company

This clinical software company provides the world's most used platform for clinical development, commercial, and real-world data. Powered by artificial intelligence and developed by a team of life science experts, data scientists, and former FDA reviewers, the company's platform helps pharmaceutical, biotech, medical device companies, and academic researchers accelerate value, minimize risk, and optimize outcomes. The company serves more than 1,000 customers and partners worldwide, and empowers more than 100,000 certified users every day to create hope for millions of patients.

There's a good reason 13 out of the 15 top selling drugs worldwide have been trialed using this clinical software company's platform. The company's cloud-based, software as a service (SaaS) offering allows pharmaceutical, biotech, and medical device companies, as well as academic researchers, to quickly and easily build clinical trials and perform medical research. With market conditions and regulatory guidelines increasingly conducive to accelerating drug approval, and more companies looking for higher return from their R&D efforts, the company's timely business proposition has resonated— so much so, that the platform has now been used for 14,000 global trials involving four million people.

With a mission to empower smarter treatments and promote public health, this team of life science experts, data scientists, and former FDA reviewers don't take the company's success for granted. They are working tirelessly on next generation research tools, data assets, and services to revolutionize how clinical trials are conducted.

## Seeking operational efficiencies in the cloud

At the same time, the company is pursuing major initiatives aimed at attracting customers and partners, scaling infrastructure to accommodate growth and higher revenues, and streamlining business processes.

One challenge to its operational efficiency was the vast number of disparate IT systems that created data silos across the organization. Integration among them relied on multiple technologies, customized scripts, manual hand coding, and costly third-party support. The result was a fragile, fragmented, and expensive-to-maintain IT infrastructure that, if not addressed, would begin to inhibit business growth.

In response, the company started an initiative to replace its legacy systems with cloud and SaaS solutions, and integrate data seamlessly across the enterprise for better operational speed and agility. To achieve this goal, the company selected Informatica Intelligent Cloud Services. With its out-of-the-box connectors for SaaS applications, Informatica provides data integration and management. The company realized that creating, mapping, and moving data among cloud sources could be achieved quickly and easily using Informatica plugins. Utilizing Informatica and AWS allowed the company to bring all data into an Amazon Redshift warehouse where they are able to deliver a holistic enterprise view.





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Manager  
Information Systems Integration  
Clinical Software Company

“Data integration lies at the heart of our business since we operate fully in the cloud, so it was vital to find a partner with the right expertise,” explains the Manager, Information Systems Integration. “Informatica offered everything we needed to facilitate difficult and complex integrations, while offering industry-leading security and reliability, as well as an outstanding reputation.”

### **Providing the backbone for data integration and management**

Today, Informatica Cloud Application Integration running on AWS links and manages the company’s SaaS applications, such as Concur, FinancialForce, NetSuite, Tableau, and Salesforce. The Manager, Information Systems says that despite the complexity of some of the integrations, they were achieved in record time: “Thanks to the robustness and flexibility of Informatica’s tools, we deployed Salesforce in a record four months. Then, we implemented Concur—which involved 30 integrations across four systems—in just four weeks. Compared with how we used to perform integrations, it was a revelation.”

Another benefit of the newly consolidated infrastructure is that all maintenance is handled internally, without a costly reliance on third parties. Additionally, by uniting the data sources into a central repository, Informatica can provide stakeholders with an unprecedented view of enterprise data, with reporting and visualization tools enabling a wide range of applications.

“Informatica impacts our business in so many ways,” explains the Senior Director, Business Innovation. “For example, we can now follow a software development life cycle and develop concurrent schedules and releases. We can also predict delivery timescales with greater accuracy, allowing us to commit to—and meet—deadlines.”

### **Transforming the reputation of IT**

The Senior Director, Business Innovation notes that the successful integrations achieved with Informatica Cloud Data Integration helped instill greater trust and confidence in the IT department, to the degree that stakeholders regularly approach the team to discuss how to make their application visions a reality.

“Informatica is the perfect match for us culturally,” says the Senior Director, Business Innovation. “They keep their commitments, encourage feedback and ideas, brim with energy and passion, and continually increase the value they provide. They’re a vital partner on our transformation journey.”



## Improving bottom-line performance

The company figures show that the faster integration cycles have helped its IT team reclaim 40% of its time, allowing them to focus on other company priorities; while Informatica SaaS tools have helped cut the cost of major IT implementations by 50%.

The Senior Director, Business Innovation attributes much of the company's recent double-digit growth to Informatica. He concludes: "Last year, we grew by 18% because, through improved automation, IT integration, and business processes, we were better able to channel our resources into transforming how clinical trials are conducted. Our partnership with Informatica helped us focus on what's important: to become more agile and innovation-driven."

### Inside The Solution:

- Informatica Intelligent Cloud Services
- Informatica Cloud Data Integration
- Informatica Cloud Application Integration

