Informatica | Eli Lilly & Co.

Good Medicine for Data-Driven Decisions:

Eli Lilly & Co. Builds a Marketplace for Trusted Data

"Our critical business requirements for data visibility, easier access, improved governance, and data democratization are the drivers for our Data Marketplace initiative. Axon and EDC are the pillars of information for the Data Marketplace to achieve these requirements."

Steve Patterson
Solution Architect, Enterprise Data, Eli Lilly & Co.

Goals	Solution	Results
Create an enterprise data governance program and repository to connect the silos of knowledge and artifacts already in the business disparately and then mature it	Use Informatica Axon Data Governance to build a collaboration hub and Data Marketplace	Helps deliver consistent, trusted and secure data for analytics-driven business decisions and increasing revenue
Improve analyst and engineering productivity by making it easier for them to locate, understand and publish/share the data they need and use	Scan data assets into Informatica Enterprise Data Catalog, where they are easily discovered and understood	Enables analysts to spend less time searching and accessing data and allocate more time to analyzing business outcomes
Demonstrate and continually improve compliance with data privacy regulations in 120+ countries such as the GDPR and CCPA, and respond quicker to data subject access requests (DSARs)	Track personally identifiable information so it can be properly protected while ensuring high-quality data through data scorecards	Allows a single repository to demonstrate and enable many information management disciplines such as Data Governance, Metadata Management, Data Quality, Data Discovery, and Data Lineage

Business Requirements:

- Make data available to teams

- Document data standards, accountability, and ownership

- Measure and monitor data for privacy and protection

About Eli Lilly and Company

Headquartered in Indianapolis, Eli Lilly and Company is a global healthcare leader that unites caring with discovery to create medicines that make life better for people around the world. Across the globe, Lilly employees work to discover and bring life-changing medicines to those who need them, improve the understanding and management of disease, and give back to communities through philanthropy and volunteerism.

Informatica®

Informatica Success Story:

One of the world's largest pharmaceutical and life sciences corporations, Eli Lilly and Company (Lilly) was founded more than 140 years ago by Col. Eli Lilly, a pharmaceutical chemist committed to creating high-quality medicines that meet real needs. Today, the company remains true to that mission, pioneering new medicines and treatments in areas such as cancer, diabetes, immunology, and neuroscience.

Ongoing research and development allow Lilly to bring the full force of its scientific and medical expertise to deliver trusted medicines. Data is key to that effort, and Lilly is committed to finding new ways to govern pharmaceutical and research data to manage it as a strategic asset that can help the company become a more efficient pharmaceutical machine. Since the data that is needed to drive new innovations is often already in the business, Lilly sought new ways to find and understand it.

Like many large companies with numerous business units, Lilly faces the challenge of unifying data governance across the enterprise and then democratizing that data so it can be used to help drive the business of enhancing clinical research and developing new medicines. Because data had traditionally been stored and managed in silos across the company's clinical, commercial, manufacturing, compliance, legal, and research divisions, employees sometimes found it difficult to find timely and accurate scientific and medical information.

Although data governance functions at different levels of maturity existed throughout all of Lilly's business functions, governance activities were largely conducted via disparate spreadsheets and Microsoft Word documents. With more than 750 Oracle database instances and more than 5,000 SQL Server product databases, data analysts and engineers could spend up to 80 percent of their time simply locating data.

Lilly operates in a highly regulated industry in which requirements and key performance indicators vary from country to country. With pharmaceutical products marketed in 120 countries and clinical research conducted in more than 55 countries, Lilly must fully document its systems and respond quickly to data subject access requests (DSARs) in accordance with the EU General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA).

To enhance data governance, analyst productivity, and regulatory compliance, Lilly set out to build an Enterprise Data Marketplace: a single repository that would enable data consumers to access, manage, and understand any type of technical data from any source across the entire enterprise, tying it automatically to its corresponding business context.

"We needed a single view of our data governance processes and also our technical metadata, and a way to link them together for a better relational view of enterprise data," says Steve Patterson, Solution Architect, Enterprise Data at Eli Lilly & Co. "We also wanted to utilize artificial intelligence to enhance productivity, onboard ever-increasing amounts of data, and tackle new and expanding use cases."

Shopping for Enterprise Data

Lilly kickstarted its enterprise data governance journey by deploying an intelligent framework to centralize governance activities and data assets. They also have started an enterprise backbone initiative utilizing cloud storage technologies – Amazon S3, Amazon Aurora, and Amazon Redshift on Amazon Web Services (AWS) to help reduce the number of disparate data warehouses and data lakes. The backbone initiative has been a great enabler of their enterprise data governance journey.

Informatica Axon Data Governance now serves as Lilly's primary data governance portal, complemented by metadata catalogued in Informatica Enterprise Data Catalog. The combined solution delivers all the capabilities and functionality Lilly needs in one modular yet fully integrated platform, offering AI-powered domain discovery, data similarity, and lineage, and business term associations and recommendations. This approach also makes it easier to locate and manage personally identifiable information, streamlining compliance and enhancing data privacy.

Lilly's clinical and commercial businesses were early adopters, using the solution to locate technical data, understand when it was last refreshed and who else has used it, and identify the proper owners and stakeholders to gain access. Adoption gradually grew across the entire business, increasing trust in enterprise data and making it available for research, analysis, and pharmaceutical innovation. Lilly now has 300 resources and over 35 million metadata assets scanned with Informatica Enterprise Data Catalog, with more coming in every day.

"Our critical business requirements for data visibility, easier access, improved governance, and data democratization are the drivers for our Data Marketplace initiative. EDC and Axon are the pillars of information for the Marketplace to achieve these requirements," says Patterson. "We're able to triangulate metadata management, data governance, and data quality, all of which are necessary to reach our goals."

Collaborative Data Sharing Increases Data Literacy

Lilly's Enterprise Data Marketplace enables faster and easier collaboration across clinical, commercial, manufacturing, compliance, legal, and research divisions, and provides a single repository to capture and share the full business context around critical data assets.

It's also helping the company ensure clear stewardship and ownership accountability for managing data assets. With data lineage and relationships in one place, Lilly can give business users the logical view they need while providing additional information and context to data analysts and engineers, which leads to a common understanding and increased data literacy.

"Our Enterprise Data Marketplace allows data assets to be found and understood faster, resulting in optimized business value," says Dana Mitchell, Global Commercial Data Governance Lead at Lilly. "Through monetizing our data assets, we may realize increased revenue and faster reaction to business needs, as well as more accurate business decisions through improved insights. We may also avoid costs by leveraging past work and eliminating the purchase of duplicate datasets."

Driving Continuous Global Improvement

By taking an intelligent, automated approach to data governance, Lilly is empowering its stakeholders to always be in control by monitoring and reporting attainment over time in the right business context.

"A member of our Lilly Japan affiliate told us that the Enterprise Data Marketplace enables timely data access, is easy to use and maintain, and that she appreciates our strong support," says Mitchell. "Informatica Axon Data Governance and Informatica Enterprise Data Catalog have helped facilitate the maturation of our data governance framework."

Inside The Solution:

- Informatica Axon Data Governance
- Informatica Enterprise Data Catalog
- Informatica Data Quality
- Amazon Web Services (AWS)

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.