An Eye for Details:

Better Data Management Enhances
Customer Engagement for
Pharmaceutical Company

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process by 40 percent."*

Senior Director
Information Management, Insights & Analytics
Pharmaceutical Company

Goals	Solution	Results
Unite a life sciences company that has grown through acquisitions with a single source of truth for customer data to facilitate better business decisions	Implement Informatica Master Data Management (MDM) and Informatica MDM – Customer 360 to deliver consistent, trusted data to business units	Ability to better compete in the fast-moving, data-driven pharmaceutical and life sciences industries
Remove the burden of customer data management and updates from 1,600 field sales reps so they remain focused on customers	Cleanse data with Informatica Data Quality and automatically verify and enrich customer contact data with Informatica Data as a Service	Enhances sales team engagement with customers by providing more accurate, timely, relevant data
Increase revenue by improving sales planning efficiency and enabling reps to target healthcare customers at the right time by enabling a 360-degree view of customers	Use Informatica Cloud Data Integration to bring together HCP/HCO data from Veeva, Salesforce, third-party data sets, and AWS data lake	Helps grow revenue by reducing sales planning cycle from 10 weeks to 6 weeks, giving sales reps a 4-week advantage

Business Requirements:

- Get buy-in and regular feedback from sales as part of the sales planning process

- Focus on pharmaceutical customer sales and business processes, not technology

- Avoid any impact to field sales reps, allowing them to concentrate on sales

About the Company
Multinational specialty pharmaceutical company whose healthcare products are used daily by up to 150 million people around the world.

This Pharmaceutical Company is on a mission to improve people's lives by developing, manufacturing, and marketing innovative healthcare products. Recent acquisitions have helped to make it a leader in eye care and the treatment of gastrointestinal diseases while also maintaining a significant presence in dermatology.

As a result of acquisitions across six business units, they faced challenges in managing their commercial information around sales and marketing. Sales targeting and compensation depend on the quality of customer information, and multiple sources of data often conflicted, putting sales efforts at risk.

"Inaccurate data demotivates sales teams, so it was important for us to better understand customer overlap within and across business units and applications to optimize our field force deployment as well as manage data in a compliant manner," says a Senior Director, Information Management, Insights and Analytics.
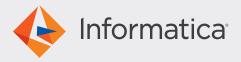
To support continued business growth, they realized the need to integrate customer data from the acquired companies—bringing Master Data Management (MDM), data integration, data governance, and data quality to the organization. By doing so, the company believed it could strengthen the connection between data and end users, while improving sales planning, business analytics, and operating efficiency.

"Due to lack of consistent customer data and a single version of truth, the sales planning team spent 70 to 80 percent of its time on manual data cleanup and integration tasks, which impacted the sales process," recalls the Senior Director.

By creating a greater connection between data and the end users it supports, they could also reduce their reliance on Salesforce alone for customer data. This would improve the sales planning team's ability to integrate different data sets needed for analytics, including pharmacy and prescription data, EDI product transfer and retail reports, formulary data, and data from field calls and marketing activities.

Wanting more consistent and actionable data, the company set out to establish a single source of the truth for its multiple business units. It also wanted to remove the burden of customer data management and updates from 1,600 field sales reps to keep them focused on sales calls, delivering product samples, and other customer needs. In addition, by improving sales planning efficiency and enabling reps to engage with healthcare customers sooner, the company saw an opportunity to personalize service while also increasing revenue.

The Senior Director states, "We want to be an insight- and analytics-driven organization that makes decisions based on consistent, timely, and accurate business information. As such, we needed to build foundational data management capabilities that allowed our users to focus on the business and not technology, which we could leverage and expand moving forward."

Gaining a single version of the truth

They had tried implementing an alternative, cloud-only MDM solution, but after a year the implementation didn't address the organization's business needs. Working with partner PCGI Systems, they replaced that system with an Informatica Master Data Management solution that includes Informatica MDM – Customer 360 for customer master data and Informatica Multidomain MDM for mastering additional domains, including products.

"Informatica MDM will enable us to master different customer and product definitions, affiliations, and hierarchies, all of which are critical for generating the advanced insights and analytics we need to drive sales," says the Senior Director. "Today's healthcare systems have become complex due to growth and widespread consolidation. Understanding the 'influence network' between entities such as hospitals, hospital systems, integrated delivery networks, accountable care organizations, group purchasing organizations, group practices, and private practices allows us to target the right healthcare provider and account."

The Senior Director continues, "From a product standpoint, we have more than 16 external data sources, 2 ERP systems, and 7 CRM instances that contain product information from the brand level all the way down to the molecular level. We needed to integrate all of these data sources and manage hierarchies across them."

The company also uses Informatica Data Quality to cleanse data and now verifies and enriches customer contact data automatically using Informatica Data as a Service. To bring together Health Care Professional (HCP) and Health Care Organization (HCO) information residing in Veeva, Salesforce, third-party data sets, and an AWS data lake, they use Informatica Cloud Data Integration, part of Informatica's iPaaS solution, to support an architecture that includes both on-premises and multi-cloud data sources.

"Informatica Cloud Data Integration was the best solution for us to integrate our HCP/HCO and sales data from different internal systems and external vendors," says the Senior Director. "We can maintain a single, enterprise-wide source of truth even as data changes and grows in our on-premises and cloud systems."

Improving sales planning efficiency by 40 percent

With a single view of HCP/HCO data, the company is now better equipped to compete in the fast-moving, data-driven life sciences industry. It's also improving customer engagement with accurate, timely data and a more focused sales team.

The Senior Director continues, "We want to make sure our analysts are focused on guiding our sales and marketing efforts and that our reps are focused on selling instead of spending their time manually cleaning, consolidating, or updating customer data. Informatica automates these mundane, error-prone data management tasks, saving time and improving consistency."

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Operational efficiency has improved as well. By reducing manual processes and giving the sales planning team more visibility into customer data, they have reduced their sales planning cycle from 10 weeks to 6 weeks—giving sales reps a 4-week advantage. With accelerated planning cycles and more effective and targeted marketing campaigns fueled by improved customer segmentation and insight, sales revenue is expected to increase significantly.

"Data is the fuel for our continued growth. Using Informatica solutions to reduce data processing time and improve the quality of customer data increases the efficiency of our sales planning process by 40 percent," says the Senior Director. "That will directly increase our sales revenue, because reps will have the information they need a month sooner. They can start engaging with customers, sending out samples and going on sales calls."

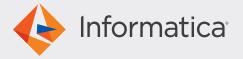## Streamlining compliance reporting

MDM will also make it easier for the organization to comply with the Sunshine Act, which requires pharmaceutical companies to report certain payments made to HCPs and HCOs to the federal government.

"By giving us a single source of truth for customer data and an audit trail of each customer profile, Informatica MDM will reduce the number of hours we spend on Sunshine Act transparency reporting," says the Senior Director. "In the future, we will integrate MDM with our expense reporting system."

Building a data-driven organization

As healthcare systems continue to grow more complex, Informatica MDM will help them adapt by managing organizational hierarchies and targeting organizations and affiliates in addition to individual doctors. The company is already looking to expand its data management capabilities with additional Informatica solutions, potentially using Informatica Enterprise Data Catalog to discover data assets that can be found across the organization.

Concludes the Senior Director, "Our vision of the future is becoming a completely data-driven organization built on top of Informatica solutions. Informatica provides great service and support as well as great technology. We're getting everything we need."

Inside The Solution:

- Informatica Multidomain MDM

- Informatica MDM – Customer 360

- Informatica Intelligent Cloud Services

    - Informatica Cloud Data Integration

- Informatica Data as a Service

- Informatica Data Quality