

EMPOWER YOUR R&D THROUGH EFFICIENT DATA MANAGEMENT

A Client improved their R&D and increased revenue through Acuma's data warehouse and business intelligence solutions.



CLIENT OVERVIEW

Our Client is an American multinational biopharmaceutical company headquartered in Thousand Oaks, California and is the world's largest independent biotechnology firm. It is a values-based company, deeply rooted in science and innovation to transform new ideas and discoveries into medicines for patients with serious illnesses.

Client

A leading Pharmaceutical Company

Industry

Biotechnology

Service Offering

Oracle Data Warehousing & Business Intelligence



Acuma developed a data warehouse and implemented a business intelligence solution to execute centralised data management and improve R&D initiatives.

Business Challenge

The Client was involved in extensive R&D to develop new medical concepts and medicines. The challenge was data consolidation and a single point of access. Due to disparate data management and poor reporting, the R&D department struggled to get optimum result. The Client also wanted to have efficient customer tracking and analysis to maximise the return on investment.

Business Solution

Acuma suggested developing a customer demand and market share data warehouse. Data from internal systems such as JD Edwards and Siebel, distributor systems, external market analysis, and forecasts and projections were integrated into a single unit for easy access. The data warehouse had an Oracle database at the backend, Extract-transformation-loading (ETL) build routines using Ascential DataStage, and a Cognos Business Intelligence tool to empower the reporting and analytics capability.

Business Benefits

- The data warehouse ensured a single access point to the entire data
- Comprehensive insights on customers, market share and overall sales
- 10% increase in revenue due to data-driven decision making
- 20% reduction in maintenance and operations cost