

ICON HELPS TO INTEGRATE DATA ACROSS MULTIPLE SYSTEM



A PHARMACEUTICAL RESEARCH AND DEVELOPMENT COMPANY GETS
BETTER VISIBILITY ACROSS THE ORGANIZATION
WHICH HELPS IT TO MAKE FASTER BUSINESS DECISIONS

Company Overview

Our client is a research-based global biopharmaceutical company committed to developing innovative, advanced therapies for some of the world's most complex and critical conditions.

They discover, develop and market both biopharmaceuticals and small molecule drugs.

They specialize in providing innovative technologies and services in the areas of diagnostic and therapeutic imaging, laboratory diagnostics and molecular medicine as well as digital health and enterprise services.

Situation

Our client was looking for a solution to integrate data across multiple source systems into a consolidated data mart.

- A new and expanded product line created more databases; constant increase in sales generated more data to process; and more transactions required increased individual interventions.
- The customer was using obsolete tools (AS400, Share Point, SQL Server etc.) with several integration points which led to multiple points of failure and high complexity to manage and use.
- Another challenge was to get a single source of truth for effective decision making with high repetition of data elements.

Solution

The pharmaceutical company selected Icon as partner due to our extensive experience in the industry. After working closely with their team, we mapped the client's needs and designed a solution adhering to best practices and industry standards.

We proposed a robust data warehousing and business analytic solution to fix their issues.

- Designed scalable and flexible architecture keeping in mind the voluminous data growth expected in by them in the near future
- We streamlined their business processes using Oracle for data management and Qlik for reporting
- We consolidated data from multiple sources including target systems of 7 different countries into a single data mart
- We did the extensive set up of data quality management processes to validate the incoming data and generate QC reports for exception handling
- Performance optimization of reporting tables and QlikView reports was done to ensure huge data volumes does not disrupt user experience
- Dashboards were built that integrated sales, market activity, marketing programs and other data

Benefits

The solution built for the customer helped them to reduce complexity of their entire business process and enhanced their overall efficiency

- Before the project, there were 500 reports on a regular basis which got rationalized to 70 unique reports in QlikView.
- There was an overall 86% reduction in number of user reports.
- Reduced complexity of entire process, increased the manageability, reduced TCO, reduced user involvement for the data preparation
- QlikView for reporting enabled creation of multi-dimensional reports greatly reduced the number of reports while also giving users capability to analyze their data more effectively.
- These reports helped them to reduce the time to collect data and gave more time for the user to analyze it.
- Fast analysis of changes in the competitive landscape could be pushed to the field almost immediately.



The Icon Group is an established IT consulting partner for business solutions and services across the Asia Pacific. Icon provides performance management solutions to organizations looking to enhance their financial operations efficiency.

With nearly 20 years of experience and a myriad of satisfied customers across Asia, we take pride in delivering "real" business value to our clients.

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