Stabilization of Commercial Data Ecosystem

Client Success Story

Industry

Pharmaceutical (Animal Health)

Client

One of the leading international Animal Health companies

Challenge

- **Impact of innovations**: In 2019, our client, a top 5 animal health company, introduced significant innovations to its digital solutions portfolio, including MDM, CRM, and ERP. These additions had a significant impact on the company's IT ecosystem and required a new, integrated approach to data management and data quality assurance.

- **Business process disruption**: The large number of integrations between systems created business process disruptions.

- **Data accuracy issues**: Disruptions in getting accurate sales data to the field.

- **Lack of insightful reporting**: The lack of consolidated and insightful reporting left sales teams without business intelligence support.

- **Confidence in data sources**: Inability to make accurate business decisions due to lack of trusted data sources.

Solution

Practical expertise in stabilizing, harmonizing and optimizing the newly transformed IT ecosystem:

- Introduction of an effective data governance program

- Management and operationalization of critical activities

- Transforming multiple data sources into a single trusted source of truth

Benefits

- A single stable, integrated and harmonized data source available to downstream systems

- Reported data quality errors significantly reduced

- Comprehensive monitoring solutions enable maintenance of high data quality

- Newly created and updated processes with complete and verified documentation