



CASE STUDY:  
**PHARMACEUTICAL**

## CLIENT BACKGROUND

Top pharmaceutical company improves financial transparency and analysis capabilities with a data warehouse. This company discovers, develops, and commercializes drugs for the treatment of diabetes, obesity, and other diseases to improve people's lives

## BUSINESS FOCUS

This major pharmaceutical company is well-known in the marketplace for having a stellar executive leadership team and for running a world-class R&D department. Prior to a recent acquisition, the organization grew its brand by focusing on innovating, manufacturing, and distributing world-class medications, and establishing strategic global partnerships.

## OBSTACLES

The company had a functional but widely-distributed financial system. At the time, access to data required extracting information from several disparate financial systems and information sources, including: JD Edwards EnterpriseOne, Cognos Planning, Timekeeping, and several custom finance applications.

The organization's executive leadership team realized they needed to streamline financial processes in order to achieve sustainable growth and effectively evaluate potential investors. They wanted an enterprise-wide system to expand access to critical financial data to a broader set of employees. They also wanted to improve financial transparency and enable better forecasting and planning. To meet the organization's goals, analysts needed streamlined and accurate reporting capabilities to better understand the total cost as it related to the outcomes of strategic initiatives and partnerships.

## THE DATASOURCE SOLUTION

Looking for a change, the organization turned to Datasource. The team included a data architect, senior solution architect, a database and automation lead, multiple ETL resources, and reporting specialists.

Datasource started by interviewing about 45 stakeholders within the organization – everyone from executives and middle management to analysts and technical subject matter experts.

This evaluation shed light on how the existing financial management processes worked and directed strategic and tactical objectives. The program assessment also served to identify potential project challenges.

---

45  
stakeholders  
interviewed

---



## THE ROADMAP

Next, team leaders developed a data warehouse based on a four-layer architecture (stage, conform, base, and mart). To ensure data quality, data architects followed a series of rules that applied in the conform layer of the solution. Technology and components of the data warehouse included:



### **Informatica**

The team employed Informatica's data integration software platform.



### **Schedule**

The solution was tailored to support sequencing, scheduling on the nightly, weekly, monthly, and on-demand load processes.



### **Cognos**

The team employed Cognos to provide reporting and analytic capabilities to a breadth of end-users.



### **PowerCube**

Using Cognos Analysis Studio, we created a package to support month-close analytics, forecasting, and other ad-hoc capabilities.



### **Dashboard**

A dashboard and guided analysis provided broad-user support.

## RESULTS:

After a successful implementation, Datasource also provided user training on the system. Team members can now not only utilize the data warehouse for a more efficient monthly close but can also unlock the value of the data. Through a simplified interface, the solution delivered reporting, OLAP, dashboards, advanced visualization, and statistical analysis.

The organization's corporate controller believes the data warehouse has greatly increased visibility into financials and changed the way the organization approaches strategic decisions.



Today in our close meeting, we used our {application} to answer our questions right on the spot. All the data is now at our fingertips. This was the fastest close meeting in history! No hard copy reports needed to be run and handed out. Then, I went back to my computer and logged in to the application and navigated through all of the data to answer the rest of my questions. I haven't had the full training yet, but I had no trouble at all. If I can do it, anyone can do it. It's that easy!

## THE RESULTS CONTINUED:

After several years in production, the data warehouse is still delivering strong ROI. As the organization has grown and even gone through a successful acquisition, the team continues to refine the system to improve performance and ensure it continues to add value. More than an accelerated monthly close, today analysts and others are leveraging the data in innovative ways.

Users can quickly identify high-growth customers, determine potential growth areas by region and medication, create a set of targeted analysis and reports for field representatives, and much more. The pharmaceutical company now has a sophisticated financial analytics solution with the ability to:

- Deliver an executive-level dashboard and accurate monthly reporting
- Provide interactive analytics to more efficiently close the books on a monthly basis
- Analyze actual versus forecast financial values
- Plan and forecast accurately to meet reporting requirements
- Clearly view partnership finances
- Improve internal and external financial transparency
- Support self-service, ad-hoc reporting
- Eliminate manual data loads

## PARTNER WITH US

Contact us to learn more about how our data integration solutions can provide your organization with access to improved information, enabling leaders, to make well-informed decisions and achieve more efficient operations.