



Moving from Data to Insights

Four Steps to Drive Commercial Success





Data is a direct golden thread to the bottom line.

Sunny Longordo

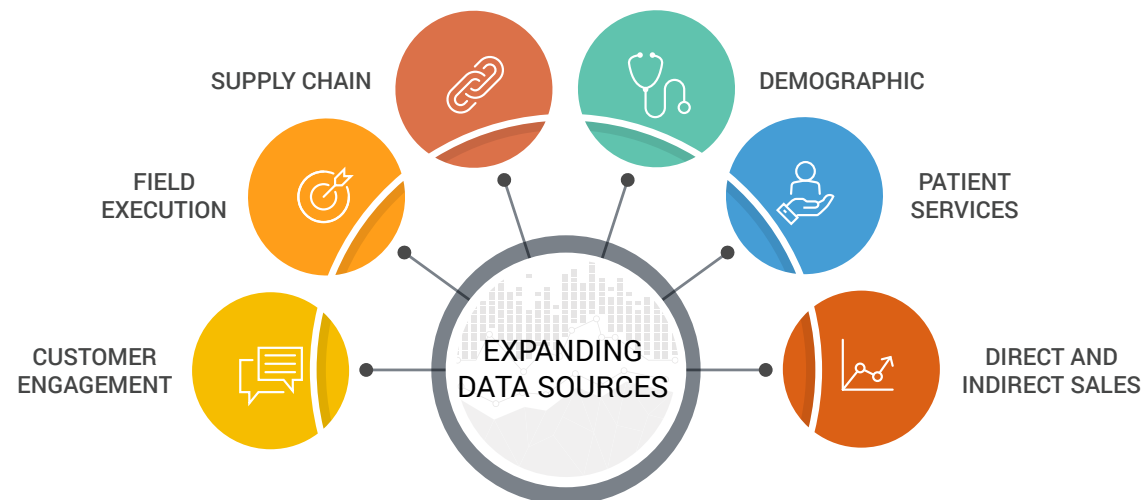
Senior Director of Commercial Insights
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Being competitive in the pharma landscape requires data to drive critical decisions and an ability to respond in an agile manner to commercial needs. Mature organizations rely on data to understand customer journeys, target the right customers, and plan their outreach. Pre-commercial or early-stage companies need data to address more existential questions such as identifying patients, formulating sales, and defining marketing strategies.

As data continues to grow at a staggering rate – global data is expected to more than double in size from 2022 to 2026, according to IDC¹ – many companies find bringing together diverse data sets for analytics is not an easy task. Often, these data sets are locked in silos across multiple functions. Recent advances in rare diseases and specialized medicine add further complexity to the data landscape.

Many of these challenges can put key business opportunities at risk. Understanding where your current data management processes may be falling short can help you identify better ways to collect, manage, and extract business value from your data.

This eBook explains the technology underpinnings of the ideal commercial analytics platform and how it solves common challenges faced by data scientists in each stage of the data-to-insights process.



¹ Worldwide IDC Global DataSphere Forecast, 2022–2026: Enterprise Organizations Driving Most of the Data Growth

The Organizational Challenges of Expanding Data

The breadth, longitudinal nature, volume, and inconsistent quality of today's commercial data sets pose several challenges:



Wasted time and resources establishing infrastructure that could be obsolete soon after commercialization.



Limitations in cross-team collaboration due to various data-science techniques and technologies in use.



High risk of missing insights generated from models that would cross siloed data stores.



Complicated maintenance, deployment to end users, and data security.

Data scientists need the right analytics platform to support them throughout the following four data-to-insights stages: Collect and Prepare, Explore and Model, Operate and Manage, and Improve.

STAGE 1

Collect and prepare



Challenges

Velocity and volume of data

- ▲ Commercial data warehouses are ill-equipped to handle data velocity and onboard data sets with speed. Data scientists have to repeatedly collect and prepare data in silos.
- ▲ Managing the sheer volume of these data sets – longitudinal patient claims for a few years run into tens of billions of rows – is costly and arduous using most data tools.



Solution



Intelligent sync and industry-specific data connectors to:

- ➔ Provide a standardized data store for stable data and attributes from common applications such as **Veeva CRM**, marketing execution platforms (e.g., Salesforce Marketing Cloud), and external data sources linked to demographic information. This data store is always in sync with source systems eliminating routine data collection tasks and ensuring data currency.
- ➔ Facilitate the rapid onboarding of ad hoc data sets with profiling and exploring capabilities. Data scientists can merge these data sets with standardized store elements using industry identifiers (e.g., NPI).
- ➔ Enable direct querying to explore file-based data immediately alongside all platform data.

² Anaconda 2022 State of Data Science Report

STAGE 2

Explore and model



Challenges

Limited data sets/model sophistication and data security risks

- ▲ Most data exploration tools access data directly, which limits the volume of data sets and model sophistication. Emerging biotech companies cannot rely on these tools alone to reach every potential patient for their drug.
- ▲ Data scientists often work around these limitations by summarizing data. First, they apply infrastructure-specific data engineering techniques to summarize longitudinal data with exclusions for comorbidity, population parameters, and clusters. Then they copy data to other platforms where it is staged, processed, and summarized. However, refreshing and updating copied data is not a quick or easy process. Copying and moving data also put it at risk of being compromised.



Solution

An "always current" data catalog and robust admin and security tools to:

- ➔ Manage detailed data sets and execute pre-calculations and summarizations without requiring specialized tools or skills.
- ➔ Provide open access to summarized data along with bulk access support for granular data.
- ➔ Support scripting languages, e.g., Python, eliminating the need to copy data.
- ➔ Accommodate peak workloads with elastic computing power.

STAGE 3

Operate and manage



Challenges

Limitations for field users

- ▲ Data scientists often work with tools and platforms different from those used by the development and operations team to deploy insights to users.
- ▲ Applications and devices used by field users have limited support, storage, and computing power to deploy data science models and deliver results to end users. As a result, they aren't able to access next best actions and suggestions in real time.



Solution

Instant access to insights with the ability to:

- ➔ Run models natively using the many tools and languages used by data science teams.
- ➔ Store and deliver model outputs to end-user devices.
- ➔ Create real-time visualizations or power visualizations of stored outputs using tools such as Tableau or Qlik.

STAGE 4

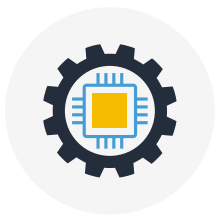
Iterate and improve



Challenges

Manual and non-collaborative processes

- ▲ Timely execution and feedback from field teams are crucial to improving models over time. But without the ability to capture action taken or rejected, suggestions become outdated, and adoption inevitably suffers.
- ▲ Newer attributes or fields deployed to end users take significantly longer to feed data into models due to the nature of commercial data warehouses and their lagging data integrations.



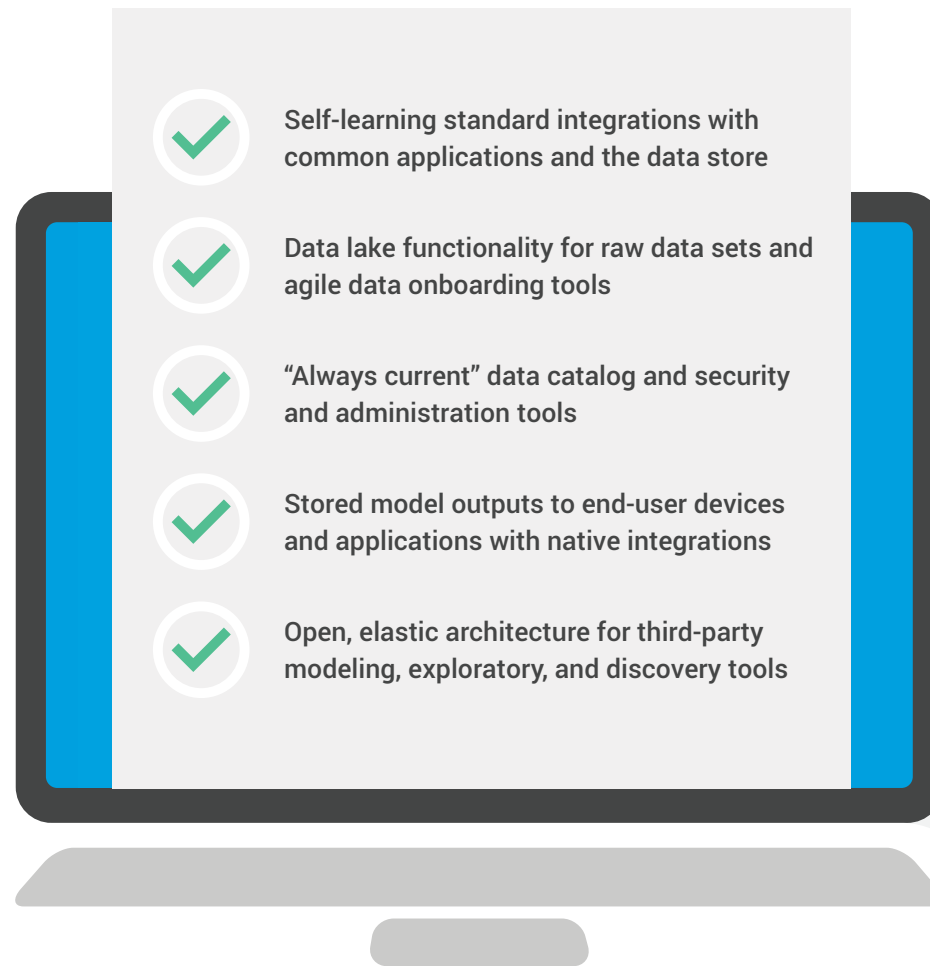
Solution

Automation and shared models to:

- ➔ Accelerate the flow of feedback from end users to data scientists in a reliable and timely manner, so training data sets are updated rapidly, without manual intervention.
- ➔ Support model versions for teams to collaboratively revise as they improve over time.

Evaluating and choosing the right commercial analytics platform

As the commercial data ecosystem continues to become more complex, it's important to choose a platform that meets your requirements now and in the future. Use this checklist when evaluating a prospective solution to ensure it supports efficient access to data.





CASE STUDY

Accelerating time to insights with Veeva Nitro

Agile Therapeutics, an emerging pharma company, had been gathering data from multiple sources for an impending launch. Sunny Longordo, senior director of commercial insights, needed a way to store the data and run analytics on it in a short time. An industry colleague recommended **Veeva Nitro**.

By implementing the Nitro platform, Agile Therapeutics was able to quickly connect to Veeva commercial applications and third-party data sources. The turn-key solution was up and running immediately allowing Longordo to spend less time on data warehouse issues and more time analyzing. "With Veeva Nitro, we now have a direct impact on the business because decisions that affect the bottom line can be made based on data," she said.

The investment in Veeva Nitro enabled Longordo to meet the immediate launch with accurate and credible data-driven decisions. The platform is also flexible and can grow with Agile as its data and business needs change.

About Veeva Nitro

Veeva Nitro's cloud data management approach automates data collection, preparation, and cleansing tasks, freeing data scientists to focus on what they do best. Commercial teams benefit from fast insights delivered in the embedded visualization tool and end-user device of their choice. With Veeva Nitro, pharma companies are poised to make data-driven business decisions that drive commercial success.

To learn more, visit veeva.com/eu/nitro.

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