

Global Pharma Leader Deploys a Data Strategy to Increase Speed to Market

Enterprise data management team focuses on three pillars of data management to achieve their vision

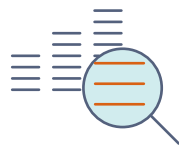
Commercial Data Management Vision

A global pharmaceutical company sought a modern customer data management solution that would improve data quality, increase speed to market, and provide insights into how they were improving the lives of patients.

Highlights



Implemented Veeva OpenData and Veeva Network in **six months**



Extended the use of Veeva OpenData for transparency reporting



Increased field force confidence in data quality



Reduced the time to process a DCR from **40 days to a few hours**



Cut time to onboard a new data source from **12 weeks to 2**

Multiple Systems and Poor Data Quality

The enterprise data management team relied on multiple data sources for customer demographics, transparency reporting, license validation, and sample eligibility, which made it difficult to get an accurate profile of the customer.

Their customer data vendor only had a shallow understanding of the challenges unique to the pharmaceutical industry. As a result, the organization struggled with data quality issues and other challenges:

- Multiple, disconnected data sources created conflicting versions of the truth
- Slow turnaround times for data change requests (DCRs) led to a frustrated, underperforming field force
- Bi-weekly master data management cycles created a lag in understanding the market place for commercial and compliance initiatives
- A dated technical architecture made it difficult to on-board new data sources

A Single Solution for Better Data Management

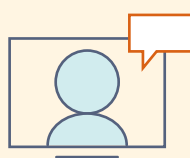
Lacking an accurate, single source of truth for customer reference data, the enterprise data management team was ready for a change. With a motto of “doing more with less without compromising quality,” they chose to outsource data management and searched for a partner that would bring thought leadership and focus to three main pillars of strong data management:

1. Comprehensive, accurate customer reference data: visibility into affiliate and hierarchy relationships to support account-based decision making was essential.
2. Strong data stewardship: choosing a partner with sound data stewardship processes was paramount to the selection process.
3. Seamless systems integration: the ability to connect applications and deliver with speed would help the organization move away from internal silos.

3 Pillars of Strong Data Management



Comprehensive, Accurate
Customer Reference Data



Strong Data
Stewardship Services



Seamless
Systems Integration

/// Veeva OpenData and Veeva Network stood out distinctively as a preferred choice. ///

– Head of US Enterprise Data Management

Delivering Personalized Interactions

With Veeva OpenData, the company has improved speed to market, accountability for the field force, and communication across systems and stakeholders.

“We’re now able to deliver personalized interactions with high-quality customer information using Veeva OpenData and Veeva Network,” said the Head of US Enterprise Data Management.

After implementing Veeva OpenData, the company was able to consolidate 21 data sources across HCP, HCO, affiliations, and hierarchies and successfully link sales, competitor claims, and lab data to create comprehensive customer profiles. This allows them to better prepare for product launches, make faster decisions, and generate more accurate call plans.

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The team can now onboard new data sets in a few days and more easily identify and archive stale information to ensure ongoing data quality. Instead of reacting to marketing initiatives, the customer master team is able to respond in a constructive manner as all data assets are available and integrations are simplified.

Since making the switch to Veeva OpenData, the company has realized at least a half a million dollars in annual savings, a figure that continues to grow as the team explores new capabilities.

“Veeva’s thought leadership and eagerness to listen to our needs and collaborate across teams allowed us to implement the solution in a record 6 months’ timeframe.”

Data as the Foundation for Digital Innovation

A strong master data management solution provides a better foundation for bringing good, quality data to vital departments across the organization. Veeva OpenData is creating a common customer language across business processes, and is driving better accountability, collaboration, and communication across teams.

The enterprise data management team has a new view on their customer reference data. With Veeva OpenData and Veeva Network, they no longer feel limited to looking at data as a process. Customer reference data and master data management are now seen as governing solutions that provide the foundation for digital innovation that will allow them to bring on additional data science projects.