INTERNATIONAL PHARMACEUTICAL NETWORK IMPROVES EFFICIENCY WITH CLEAN DATA

Uniform Data For Clearer Insights: Establishing a Consistent Global View Via a Unified Data Platform

A global pharmaceutical network offers diversified healthcare services for more than 200 multinational pharmaceutical and medical technology manufacturers. They have a worldwide workforce of over 2600 and annual revenue of $1.9 billion.

The company envisions improving patient access to pharmaco-medical products by enhancing connectivity between manufacturers and healthcare stakeholders. To achieve this, data must be clean and coordinated across all of their member organizations.

The pharmaceutical network operates over 60 independent companies, with each entity managed independently. Shared IT, production, and other core business functions allows them to be efficient and flexible, however coordinating data across all member organizations was a challenge.

When they decided to trace and improve products through the supply chain, they found that a product could pass through different systems across their various entities around the world without unique product SKUs or data governance in effect to decide data naming and processing conventions. They realized a consistent global approach was required to improve supply chain efficiency.

The organization quickly understood that they needed to find an MDM (Master Data Management) solution that could be deployed quickly, was scalable, and supported their agile development methodologies.

CHALLENGES:

Multiple different systems and tools. Disparate systems holding data across independent business units weren't integrated and were managed independently of one another.

Data lacked consistency. Different data points were treated with different standards across the various systems. This meant that it was difficult to integrate and get the bigger picture of their supply chain.

Data governance. A lack of uniform, data governance across the different business units presented challenges such as correctly attributing data.

High error rate in transactions between systems. Lack of uniformity and robust governance led to a high error rate as data transacted between their systems.

BUSINESS DRIVERS:

• **To eliminate manual work.** The company invested a lot of time in manually matching and merging data. They needed a reliable system that could automate that process for them.

• **To have clean, reliable data.** The company had so many data inconsistencies that it was difficult to glean reliable insights into their product movement.

• **To make the product supply chain more efficient.** Reliable data was needed to discover actionable insights that would bolster supply chain efficiency.

• **To improve agility and flexibility.** The company favored an agile development style and needed a data management system that would support their methodologies and allow them to be flexible.

"Within a week they managed to achieve what we struggled to do in three months, and they provided a lot more added value on top."

"Semarchy had a very simple and clean implementation, and we also liked how intuitive the interface itself was."

"One of the biggest distinguishing factors was the data integration capability. Because of the nature of our organization, we have a lot of different systems. So the data integration layer was very key, and Semarchy was able to handle all of these integrations with ease."

SOLUTIONS:

The pharmaceutical network had some particular needs they wanted covered by an MDM system. Specifically:

• It must be technologically modern
• It must deploy and start seeing results quickly.
• It must be flexible and support agile development methodologies.
• It must support a wide range of integrations.

The company weighed up a few different options, but Semarchy was a stand-out and their ultimate choice. "Some of the other vendors were coming to us with a complex technical implementation with multiple components that we would need to deploy on many different servers. Semarchy had a very simple and clean implementation and we also liked how intuitive the interface itself was."

With a rapid deployment, the company started seeing results within a week on areas of data they'd spent months on. "We were able to realize the value of Semarchy's agile approach right away."

The pharmaceutical network has realized the following benefits:

• **Improved supply chain efficiency.** Clean reference data has meant the supply chain team can more easily track and manage their products.

• **Huge reduction in error rates between systems.** Clean, consistent data has meant that error rates are massively reduced and the company has a reliable, "single source of truth" for reference data.

• **Stakeholders in different departments can get answers to their key data questions.** Before Semarchy, answering marketing and finance questions was challenging due to the scattered data. Now, more accurate planning and forecasting is available via consolidated data.

• **Improved response to regulatory compliance.** The pharmaceutical and medical industries are heavily regulated and often introduce new requirements. Where previously, the data required to meet these requirements was scattered across systems, now, it's in one place. "Semarchy has been a crucial tool to help us maintain compliance with these new regulations and adapt quickly to the changing requirements.

• **Improved reporting capabilities.** The company can now accurately join clinical trial data with research projects and products, powered by automations within Semarchy. Previously, they required tedious manual interventions.

AWARDS AND REVIEWS:

It's not what we say about Semarchy Data Platform that matters. It's the recognition of our industry and the success of our customers — from business leaders to data teams — that confirms our value.

Gartner.

3x Gartner Magic
Quadrant for MDM
Solutions Leader
(2020-2022)

FORRESTER®

The Forrester Wave™:
Master Data
Management Solutions
Strong Leader

Gartner Peer Insights Customers' Choice 2024

Gartner Peer Insights
Customers' Choice for
MDM 6 Years in a Row
(2019-Now)