UNIPHAR

Accelerating innovation: establishing a unified data platform for consistent data management across a global enterprise

Pharmaceuticals I Europe

Uniphar (EURONEXT: UPR) is a diversified healthcare services business servicing the requirements of more than 200 multinational pharmaceutical and medical technology manufacturers across three divisions - Commercial & Clinical, Product Access and Supply Chain & Retail.

With a global workforce of over 2,600 and annual revenue of $1.9 billion, the company delivers products and services to 160 countries. The Company's vision is to improve patient access to pharmaco-medical products and treatments by enhancing connectivity between manufacturers and healthcare stakeholders.

Uniphar has grown its company via multiple acquisitions, and in 2019 went public on Euronext, the European Stock Exchange, representing a strong combination of scale, growth and profitability.
As it grew, the company not only needed a robust strategy to adhere to new business standards and legal requirements, but required better governance to manage future acquisitions in order to effectively scale and work seamlessly as a global business. They needed a centralized, unified data hub for all vendors, groups, customers, products and suppliers.

CHALLENGES:

Disparate Data Sources: The data related to Uniphar's customers, products, vendors and suppliers was stored in multiple places throughout the organization and externally, including a multitude of data sources from acquisitions, legacy systems, and spreadsheets, resulting in the ineffective and erroneous use of spreadsheets.

Data Quality & Volume: With volumes of data coming from multiple different sources, employees spent time and resources on data integration issues. 75-80% of the time was spent loading data, leaving no time for data quality and standardization.

Data Consistency: Data spread in multiple systems used different vocabularies. They needed a central location to define rules to ensure data consistency across all groups and businesses.

Data Governance: Difficult to drive good data management with multiple sources of data and no single consolidation of Master Data (clients, vendors, products, suppliers).

Data Management: The company's MDM was maintained in an inconsistent way in companies within the group – it was not flexible and could not be used for new companies that were acquired, causing delays and potential for errors.

BUSINESS DRIVERS:

Improve Customer Knowledge (KYC)

Before Semarchy, no one could answer these simple questions: Who are our customers? How many customers does this group have? Current customer management systems were unable to deliver a single view of customers and products within the organization.

Deliver value across business functions and data domains

Data projects were inherently inflexible, requiring significant time to make changes – unable to adapt to changing business needs. In order to unify data, they needed to integrate all the data from multiple systems into a single platform to cleanse the group data and standardize data processes.

Increase ease of use and transparency

Uniphar wanted to understand the data within the organization and drive improvements to serve other parts of internal and external business. For example, sales reps that go to hospitals and pharmacies – needed to access data via mobile devices. The business units also needed to share data with 3rd parties, like manufacturers via a portal to ensure timely delivery of products. Without centralized data, this process was error-prone and inef-ficient.

Reduce costs and increase efficiency with shared, trusted data

With change the only constant, Uniphar needed to improve efficiency of and access to individual business processes and other key analytical data via a central repository for all data. Uniphar also needed workflows and approvals in place to streamline operations and speed up processes.

"UNLIKE INFLEXIBLE COMPETITORS, THE SEMARCHY PLATFORM IS DESIGNED TO EMBRACE CHANGE ALLOWING US TO RAPIDLY EXPAND OR EVOLVE BASED ON OUR BUSINESS REQUIREMENTS."

"MOVING FORWARD, WE ARE USING SEMARCHY TO EXTRACT, CLEANSE AND CONSOLIDATE DATA TO LOAD AND RELOAD IT IN A NEW ENVIRONMENT WHEN THE CURRENT SYSTEM IS REPLACED."

Chief Enterprise Architect, Uniphar Group

SOLUTIONS:

Uniphar chose Semarchy after a successful Proof of Concept and highlighted the reasons why Semarchy was the best choice, including: flexible and scalable architecture to seamlessly support their specific business cases, the agility to rapidly deliver business results, simplified data management and governance with an integrated platform, and low total cost of ownership (TCO).

Semarchy was chosen for its strength in these areas, its recognition in the Gartner Quadrant, scalability for the future, and a clear licensing contract with no surprises.

Using the Semarchy Data Platform, Uniphar has realized the following benefits:

Greater business efficiency with a common centralized master data hub:

Uniphar was able to standardize their process for data effectiveness and efficiency, including:

- Group-wide data governance
- Data-driven process efficiency
- Data-driven commercial effectiveness for third party data access

With an extensible and open architecture to leverage any data technology of API and expose data hub services, Uniphar was able to move quickly by designing and deploying data models, mapping, and applications in a single place while Semarchy data experts worked throughout the project to ensure all Uniphar objectives were achieved.

Cost and time savings with a unified, integrated data platform:

With built in workflows for all businesses, there are no more spreadsheets or changing data in single ERP systems to manage, saving time and money. The MDM team is now able to focus on data quality, ensuring clean, enriched, synchronized data harmonization across systems and business units.

Scalability for future business expansion with flexible, automated data management

Uniphar can now rapidly build any application to address their specific data and business requirements. They can integrate data from anywhere with a single trusted view with any type of data from any location or system. Business-centric interfaces provide for rapid creation and adoption of data rich applications while built in dashboards and governance provide sensible and effective administration and control over data.

Quick time to value and lower TCO with versatile implementation

Semarchy can deploy on premises, in the cloud, or as a service to expedite your deployment and includes universal mapping with business rules to migrate, aggregate and publish data faster, as well as federate all types of data integration (Big Data, API, Streaming, Data Hub, etc) with a single, unified technology.

AWARDS & REVIEWS

It's not what we say about Semarchy xDM and xDI 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 Inisights Customers' Choice for MDM 6 years in a Row (2019-Now)

Semarchy, a leader in the data integration and master data management markets, enables organizations to rapidly generate business value from their data. Its' unified platform enables organizations of any size, to quickly discover, govern, manage, integrate and visualize critical information scattered across applications.

Semarchy is available as an on-premises platform, is natively available on most popular cloud marketplaces, such as Microsoft Azure, Amazon Web Services (AWS), and Google Cloud Platform (GCP), and managed as a service and is supported by a rich ecosystem of software-as-a service and professional service partners.

Semarchy

www.semarchy.com