Case Study – Pharma

About the client: One of the Largest European head quartered Pharma companies

Business Challenges: The client lacked visibility of consolidated payments made to Doctors. This is because the Doctor data is duplicated across different CRM and Data originating systems. To add to this a Doctor can be associated with multiple hospitals and clinics. In addition the same Doctor is seen by different Sales Reps, each in turn creating new Doctor Id for every thereby duplicating the data. This led to several operational staff engaged in manually validating and de-duplicating the data which increased the cost of operations, increased risk and reduced the efficiency. In addition, they had to comply with the Transparency Act.

Solution: Data was extracted from Sanofi's source systems including CRM and then validated, cleansed, deduplicated, matched and loaded into a Master data hub called the Doctors Hub. This hub would contain the Golden record for each Doctor and their association with Hospitals. Master Data Governance process was established using a Workflow model to prevent data deterioration and ensure that the systems remained duplicate free. The Doctor Hub delivered Single version of truth and enabled accurate information sharing across the enterprise.

Benefits:

- **Deduplication of data:** 35% duplication was identified and removed from the existing database
- **Spend Analysis:** Visibility into Doctors and associated spend
- **Doctor Hub:** Golden record for each Doctor and link between disparate systems
- **Compliance:** Met the regulatory requirements
- **Information Governance:** Laid foundation to create Products and Distributor hubs in the future

Technology: MDM SE (Standard Edition) on Prem, Information Server, DB2

About the client: Sony Pictures Networks is one of the largest Entertainment company in India with over 10 Satellite TV channels in multiple languages. Sony has grown rapidly both organically and inorganically.

Business Challenges: Sony has multiple media specific applications to manage the Customers, Titles, Episodes, Rights management and Broadcasting/Scheduling including SAP for Financial management. As a result master data is created and duplicated in multiple systems. This lead to Process issues, data, integration and reporting issues. Sony is also growing by acquisitions which further added to their data management challenges.
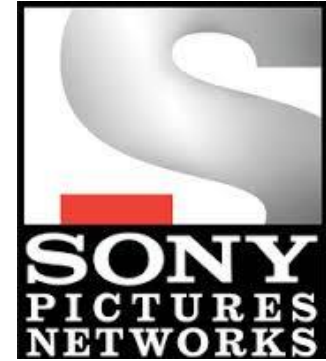
Solution: The solution involves creating a Platform that would deliver a Scalable and Distributable Integration Platform using Service Oriented Architecture whereby all applications can seamlessly exchange data/ information using homogeneous master data elements and reusable API's. Within MDM, multiple master data domains such as Customer, Title, Episodes, Deals, General Ledger etc will be mastered.

Benefits:

   1) **Revenue uplift:** The Syndication team and Ad sales team would benefit from the new Integrated platform
   2) **Better Governance:** Increased TAT Via automated workflows and better process management
   3) **Improved marketing effectiveness** – With single customer view, the client will improved the campaign effectiveness and response rate

Technology: MDM CE (Collaborative Edition) on prem, Information Server, BPM and Integration Bus

About the client: DHFL is the 3rd largest Mortgage lender in India.

Business Challenges: The client had embarked on a Data Migration journey moving from old Legacy systems to modern applications such as ERP and CRM for their Lending and Deposits business. The master and reference data is of very poor data quality. Migration of the data as is into the new applications would result in majority of the records being rejected. A pre-requisite to this migration is cleansing the master data and creating a single view of customer across the enterprise.

Solution: Data from on-prem was migrated to the MDM Cloud on SoftLayer environment, standardized, cleansed and loaded into the MDM hub. Dudupe matching algorithms were written to identify unique, duplicate and suspect records. Finally Unique Enterprise IDs were created for customers and then mapped to the transaction data based on which the data migration to ERP and CRM was completed.

Benefits:

1) **Faster time to value:** The proposed solution on cloud enabled them to create single view of customer within 2 months.
2) **Reduced overall cost:** Without the Cloud option the client would have purchased the Perpetual licenses for at least 1 year. The cloud option meant that they could buy initially for 6 months and then extend on a monthly basis as per the project demand
3) **Improved marketing effectiveness** – With single customer view, the client will improved the campaign effectiveness and response rate
4) **Increased up-sell/cross-sell opportunities** – With single view across Loans and Deposits, the client could target specific, personalized products to existing customer base

Technology: MDM AE (Advanced Edition) on IBM SoftLayer Cloud

About the client: These 2 clients are in the top mid market Life Insurance companies in India providing Health, Security, Savings and Wealth products.

Business Challenges: Both clients wanted to deliver near real-time reporting of their Insurance business to the management. However the Core Insurance applications built on legacy platforms couldn't't cater to this requirement, resulting in reports delivered late by up to 48 hours.

Solution: Data from Core Insurance applications running on AS/400 was replicated in real-time using IBM's CDC technology on to an Operational Data Store (ODS). This new platform:

- Reduced the overhead on the Operational system (AS/400)
- Delivered central repository of enterprise data
- Enabled intra day operational reporting
- Supported downstream application requirements without impacting the source

Benefits:

1) Revenue Growth: Improved revenue with real-time data availability for Operational BI

2) Cost Savings: Improved Customer Retention, Reduced Churn, Reduced IT spending on Source system upgrades, Reduced data management costs, Reduced batch window from hours to minutes

3) Risk: Reduced the risk of the Operational system going down

Technology: Change Data Capture (IBM Replication Server)