Case Study:

Global Pharma Company Develops Optimized R&D Data Management Strategy & Roadmap

OVERVIEW:

Data management is an essential first step in implementing efficient data analysis at scale, which yields significant insights that benefit patients and boosts business performance. Optimizing data management enables stakeholders across the organization to locate and obtain reliable data for their queries.

Bad data management results in a major cost to the organization. One survey in the Harvard Business Review mentioned that companies experience $3.1 trillion annual cost associated to bad data, and that knowledge workers waste roughly 50% of their time addressing data issues. Moreover, another survey found that 30% of annual revenue on average is lost to bad data.

This highlights the need for businesses to focus on and developing a successful strategy and roadmap to ensure optimal data management.

In this case study, we review how one global pharmaceutical company leveraged ResultWorks to gain alignment among dependent functional groups and modernize their data and technology ecosystem to support a digital transformation and to improve ongoing operational efficiencies.

BUSINESS CHALLENGE

The R&D leadership team of a global pharmaceutical company recognized the need for a data management strategy to spearhead innovation. Due to their existing systems environment, data quality, data flow and data access issues, most of their scientific and operational data handling was not mature enough to leverage emerging technologies including knowledge management, artificial Intelligence, and machine learning. Informatics systems needed to be harmonized and data needed to be mapped across the end-to-end environment. Thoughtful but critical decisions were needed about data sources and repositories, adherence to standards, and data governance.

HOW RESULTWORKS ENABLED SUCCESS

ResultWorks was called upon to develop a comprehensive data management strategy. An assessment of the current state data flows gave way to definition of the aspirational future state data flow and management. Once aligned, an actionable strategy roadmap was developed to support near-term and long-term technology investment decisions.

One of the first hurdles was to transition the legacy thinking about technology silos to a more strategic platform-based approach to facilitate workflow and dataflow. To address this direction, a conceptual version of the logical platform ecosystem was identified, and the future state reference architecture was defined to support the vision of R&D leadership.
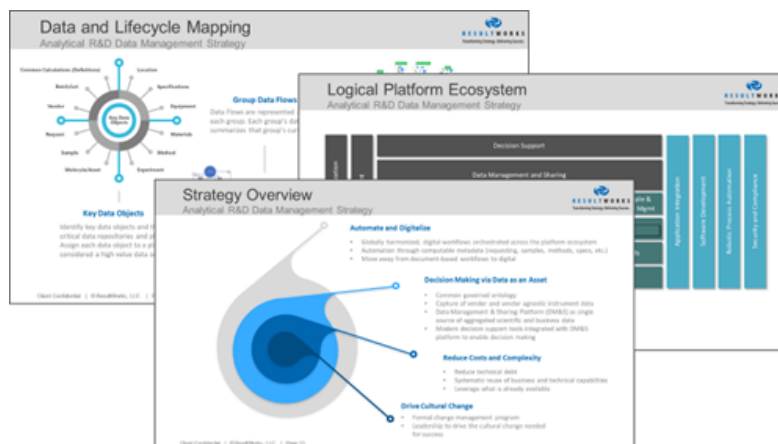
The strategy also needed to address critical business capabilities, scientific and operational data mapping (i.e., what types of data, where should the data reside, who needs the data and for what purpose) for identified workstreams, and an optimized use of technology to support the various stakeholders across the organization.

The result was a comprehensive actionable strategy structured to deliver the right data, to the right people, at the right time.

THE RESULTWORKS IMPACT - KEY BENEFITS

As a result of this Analytical R&D Data Management Strategy project, the leadership team achieved:

- Digital transformation technology investment and enablement required some detailed data flow and data management efforts.
- Alignment among dependent functional groups on a data flow, data management and the need for ongoing data governance.
- A modern data and technology ecosystem to support digital transformation and to improve ongoing operational efficiencies
- Consensus on platforms within the larger ecosystem to guide near-term and long-term investments
- A detailed actionable roadmap for implementation

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For more information, visit our website (www.resultworksllc.com or www.astrixinc.com) or contact us at:

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