

# Optimizing outcomes across the value chain for a Fortune 500 pharmaceutical company

# Challenges

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Our client, a global Fortune 500 pharmaceutical major, wanted to begin their digital transformation journey by augmenting their existing analytical engines with advanced analytics. They wanted to enhance their current ecosystem and capabilities, by providing an integrated platform to harness the organization's assets; make insights more accessible, relevant, and actionable for decision-makers; reuse insights for faster time-to-market, and reduce operating expenses.

Cross-functional issues faced by the client:



## Research & development

- The project planning and monitoring of clinical trials were manually intensive and repetitive, with 1,200 projects running in parallel
- Lack of standardized benchmarking practices and simulation analysis made it difficult to gauge the probability of success of ongoing and new studies



## Commercial operations

- There were several anomalies in the disparate data sources pertaining to territory performance by the sales teams. This led to distorted reports and skewed performance metrics and delayed incentive compensation
- Fragmented, manually intensive, and repetitive methods of anomaly detection led to more than 200 such change requests per month, increasing backlogs for the insights team



## Medical affairs

- Managing a steady-state of insights about drugs and new development areas, coming through multiple data sources became difficult to manage for the medical insights team
- The existing BI infrastructure lacked intuitiveness, business alignment, and ease of access, impairing user engagement

# Solution

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The Fosfor Decision Cloud was successfully deployed in various departments to cater to different personas and business outcomes. Custom interventions were suggested and implemented using Lumin, the Fosfor Decision Designer, to help in the smooth movement of data and insights to the end-user.

How the Fosfor Decision Cloud helped:



## Research & development

- Provided a visual synopsis of the project and its details by monitoring the critical KPIs for R&D portfolio managers
  - The ad-hoc querying capabilities identified project risks through an NLP-based search
  - Project simulations with the desired attributes forecasted timelines, cost, and budget via Monte Carlo simulations
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## Commercial operations

- Used a sophisticated mix of algorithms to identify, flag, and reason data anomalies
  - A three-step approach to identify the “What” “Where” and “Why” of data anomalies was designed to enable data stewards and end users proactively identify and reason anomalies for quick resolution
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## Medical affairs

- The Decision Designer's APIs were used to build bespoke augmented analytics solution for free-form insights exploration, solving for multiple business use cases
- The solution provided an intuitive interface for collaboration and increased user adoption

# Impact

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By unlocking the potential in diverse data, the Fosfor Decision Cloud helped the team illuminate and implement a flexible data-driven solution at scale, to effectively handle changes now and in the future.

Using The Fosfor Decision Cloud, the client is now treating insights as a strategic asset and has generated substantial ROI and significant savings in less than a year.

Additionally, the Fosfor Decision Cloud offered the following benefits:

**95%**

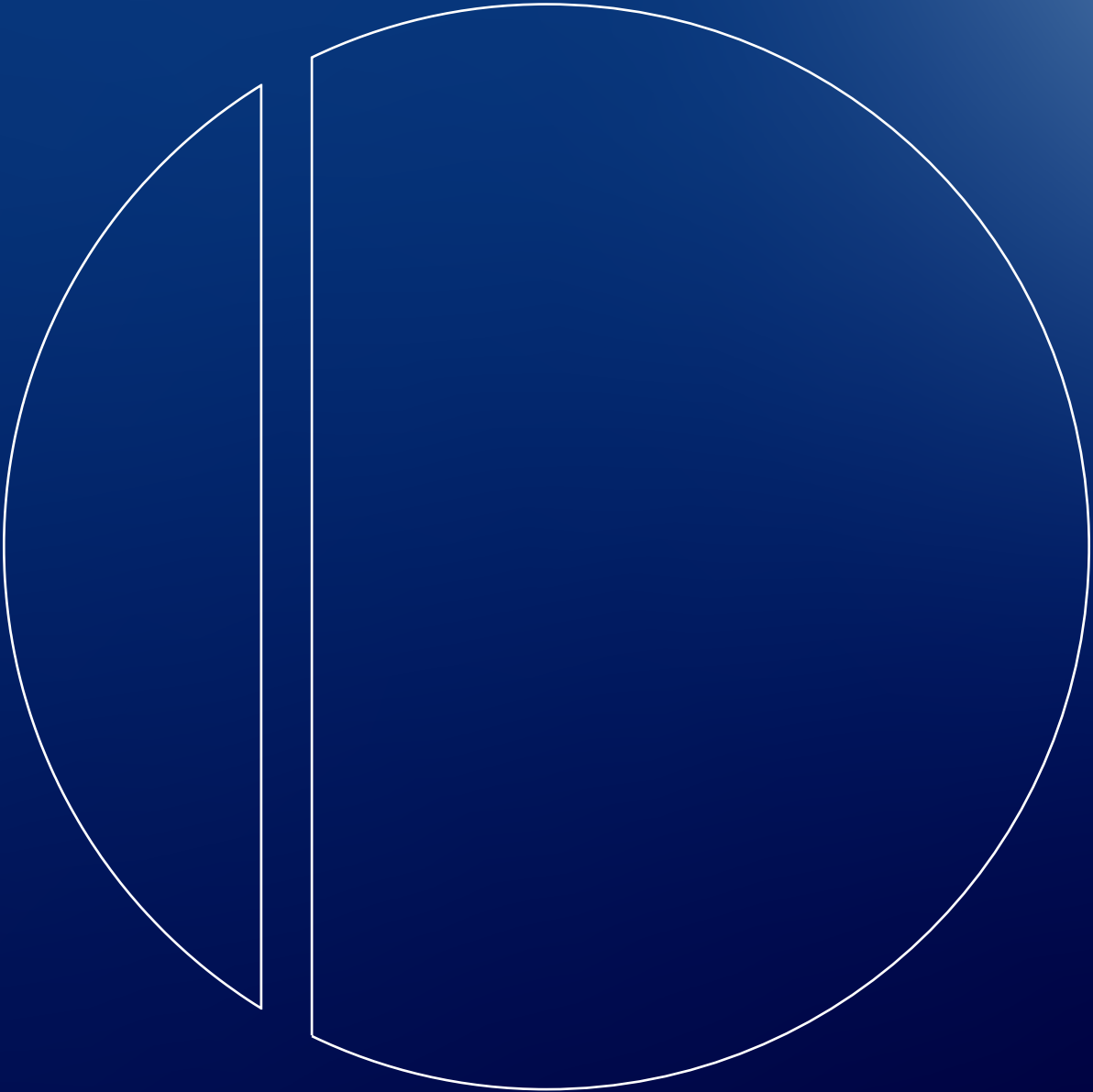
reduction in  
time-to-insight

**1000+**

data analysts  
hours saved

**80%**

improvement in  
data quality



The Fosfor Decision Cloud is a connected fabric that unifies and amplifies the value promised by the modern data ecosystem, which is made up of infrastructure, data, and application clouds. Fosfor enables organizations to effectively curate data, generate impactful insights, and formulate effective decisions to deliver the long-sought promise of data and AI: optimal business outcomes. Fosfor is part of LTIMindtree, a global technology consulting and digital solutions company. For more information, visit [www.fosfor.com](http://www.fosfor.com).