



Pierre Fabre

www.pierre-fabre.com

INDUSTRY

Chemicals, Pharma, Biotech

PROFILE

Pierre Fabre Laboratories is a French multinational pharmaceutical and cosmetics company headquartered in Castres, Midi-Pyrénées, France. Founded in 1962 by Pierre Fabre, the company is present in over 130 countries and focuses its activity on the research, development, manufacturing, and marketing of cosmetics, prescription medicines, and family health products. Pharmaceuticals and phytotherapy represent 47% of turnover, and cosmetics represent the remaining 53%.



We moved from a siloed, on-premises approach to an approach that is better governed, better architected, and based on a data fabric that supports our entire data lifecycle.”

— Wassim Bouaziz, IT director of integration and data at Pierre Fabre Laboratories



Pierre Fabre Laboratories Uses the Denodo Platform to Implement a Combined Data Fabric/ Data Mesh Approach

As a company steeped in research and development, Pierre Fabre Laboratories manages large volumes of data, and since 1998, the pharmaceutical multinational has relied on a traditional, on-premises data warehouse for this purpose.

Business Need

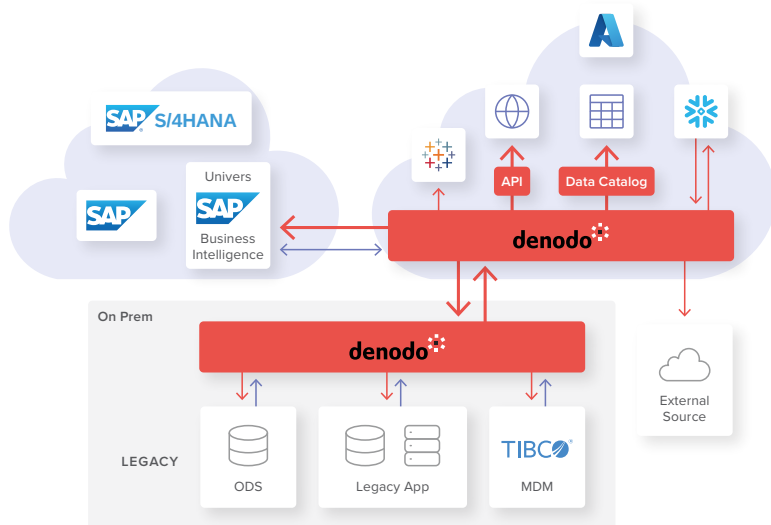
Traditionally, Pierre Fabre Laboratories sold to pharmacies and parapharmacies (retail outlets in France that sell the non-medicinal products sold by pharmacies), but recently, the company wanted to shift towards also serving customers directly, to broaden its revenue streams. This change would require significant modifications of the company’s data infrastructure, but unfortunately, Pierre Fabre Laboratories discovered that these modifications would be unsustainably time-consuming and costly due to the limitations of the company’s legacy data warehouse. Pierre Fabre Laboratories knew that to gain the basic agility necessary for making changes to the company’s business model, Pierre Fabre Laboratories needed to modernize its data platform and become truly “data driven.” The company’s original data warehouse relied on Oracle database; reporting and analytics with Cognos, Business Objects, and Tibco Spotfire; and Microsoft; finally ending up with Tableau today. A data lake was set up in 2015 based on MapR and deployed on-premises. However, despite these improvements, data was not easily shared between different departments, and datasets were unnecessarily developed from scratch rather than reused. Additionally, data could not be governed from a single point, and permissions were not granted consistently across the company’s disparate data sources.

The Solution

Pierre Fabre Laboratories leveraged the Denodo Platform to move its on-premises systems to Microsoft Azure, and then serve as the foundation for a modernized data infrastructure. The Denodo Platform is a logical data management platform powered by data virtualization, which enables a data abstraction layer to provide user-friendly views to not only business analysts, but also developers, for seamless re-use.

Following an audit, a data program was put in place to support, along with a new cloud data platform, the establishment of new data and data-governance departmental organizations. A new Data Office would become responsible for managing the new internal data ecosystem, to help all stakeholders to conduct more advanced data analyses. The Pierre Fabre Laboratories IT department was tasked with setting up the new data platform and bringing together all the necessary technologies to cover the company’s modernization plan. Pierre Fabre Laboratories knew that this infrastructure transformation would require strong collaboration between the Data Office and the IT department. The IT department

Logical Data Fabric Platform To Support Data Driven Strategy



Architecture key points for Denodo

- ✓ Denodo for hybrid architecture managing whole security
- ✓ Denodo to offload data in Snowflake
- ✓ Denodo Data Catalog to fuel and manage their Data Marketplace portal

decided to implement a data fabric. This would enable a unified semantics layer that would enable users from sales, marketing, distribution, and other departments to find their business views and data products more quickly and easily across a single point of access, with less of a reliance on shadow IT. More than 300 data sources were connected to the new data platform.

From 2021 to the beginning of 2022, Pierre Fabre Laboratories focused on the creation of the new data platform. The Oracle ODS database, MDM, and Tibco Spotfire sources remain deployed internally, but the new platform implements Cloud Bricks for a more modern approach, easily accommodating Snowflake, Azure, and Tableau. In this hybrid approach, the Denodo Platform plays a pivotal role, thanks to its data virtualization technology. The Denodo Platform facilitates the link between the company’s legacy architecture and the cloud. The Denodo Platform also streamlines the management of the semantic layer and the cataloging of data products. The requests of all users, regardless of their chosen tools or role, converge on the Denodo Platform; it enables a centralization of access, which in turn enables the Pierre Fabre Laboratories IT Department to maintain a 360° view over all data access to data. Supported by the Denodo Platform, Pierre Fabre Laboratories implemented a data strategy that combined a data fabric approach with a data mesh approach, and the result is a full-featured data marketplace that meets the needs of diverse data consumers.

Benefits

In 2023, all services were in production on the new data platform, and Pierre Fabre Laboratories began to capitalize on use cases. The transformation of Pierre Fabre’s data approach was in full swing, and the goal of becoming a data-driven company had never been closer. Pierre Fabre Laboratories was much closer to its goal of marketing directly to consumers.

Shortly after the Denodo Platform was implemented:

- More than 1,500 Pierre Fabre employees were trained in the company’s data strategy and educated to improve their data utilization.
- More than 400 business users were trained in the new data marketplace.

Supported by the Denodo Platform, Pierre Fabre Laboratories was able to:

- Leverage data-marketplace functionality to accelerate access to data, reducing the workload of business users and enabling decisions to be made more quickly
- Easily identify trusted data, to offer users a unified view of authoritative information
- Better understand customer behavior and the impact of advertising and brand awareness campaigns
- Support the seamless sharing of data between business domains, data reusability, and data governance
- Reduce Snowflake costs by 10%
- Rely less on extract, transform, and load (ETL) processes, reducing time-to-data by 75%
- Develop new data products at a lower cost
- Deliver data products more quickly



Denodo is a leader in data management. The award-winning Denodo Platform is the leading logical data management platform for delivering data in the language of business, at the speed of business, for all data-related initiatives across the organization. Realizing more than 400% ROI and millions of dollars in benefits, Denodo’s customers across enterprises in 30+ industries all over the world have received payback in less than six months.