

## CASE STUDY

### Industry

Biopharma



## Leading Biopharma Company Leverages Data Virtualization to Gain Speed, Efficiency, and Agility

For many years, this leading biopharma company was experiencing rapid growth. The company always looks for ways to leverage data to improve sales, patient engagement, and treatment, across all of the company's offerings, and recognizes that its data scientists are sitting on a goldmine of data that could be leveraged for this purpose.

### Business Need

Recently, however, the company realized that in order to continue to fulfil its core purpose, its data infrastructure needed to be faster and more efficient. The company's extract, transform, and load (ETL) processes required a prohibitive amount of development time, especially at the transformation stage, and this made it challenging and time-consuming for stakeholders to access data from the different sources, which included a Netezza data warehouse, a CRM in the cloud, google analytics, and other 3rd-party data sources. The company realized that it needed a real-time, 360-degree omnichannel view of patient data across the different sources.

In addition, the company was interested in enabling its human resources department to gather data from SuccessFactors and run its own reports on diversity and resource allocation, but the data infrastructure could not support this. The company also felt challenged in its ability to easily manage the lifecycle of documents for regulatory reporting.

The company needed a solution for accelerating the speed of development and data delivery across the data architecture, while improving data access across the company's disparate data sources. Such a solution could provide it with the agility to leverage the full value of its data.

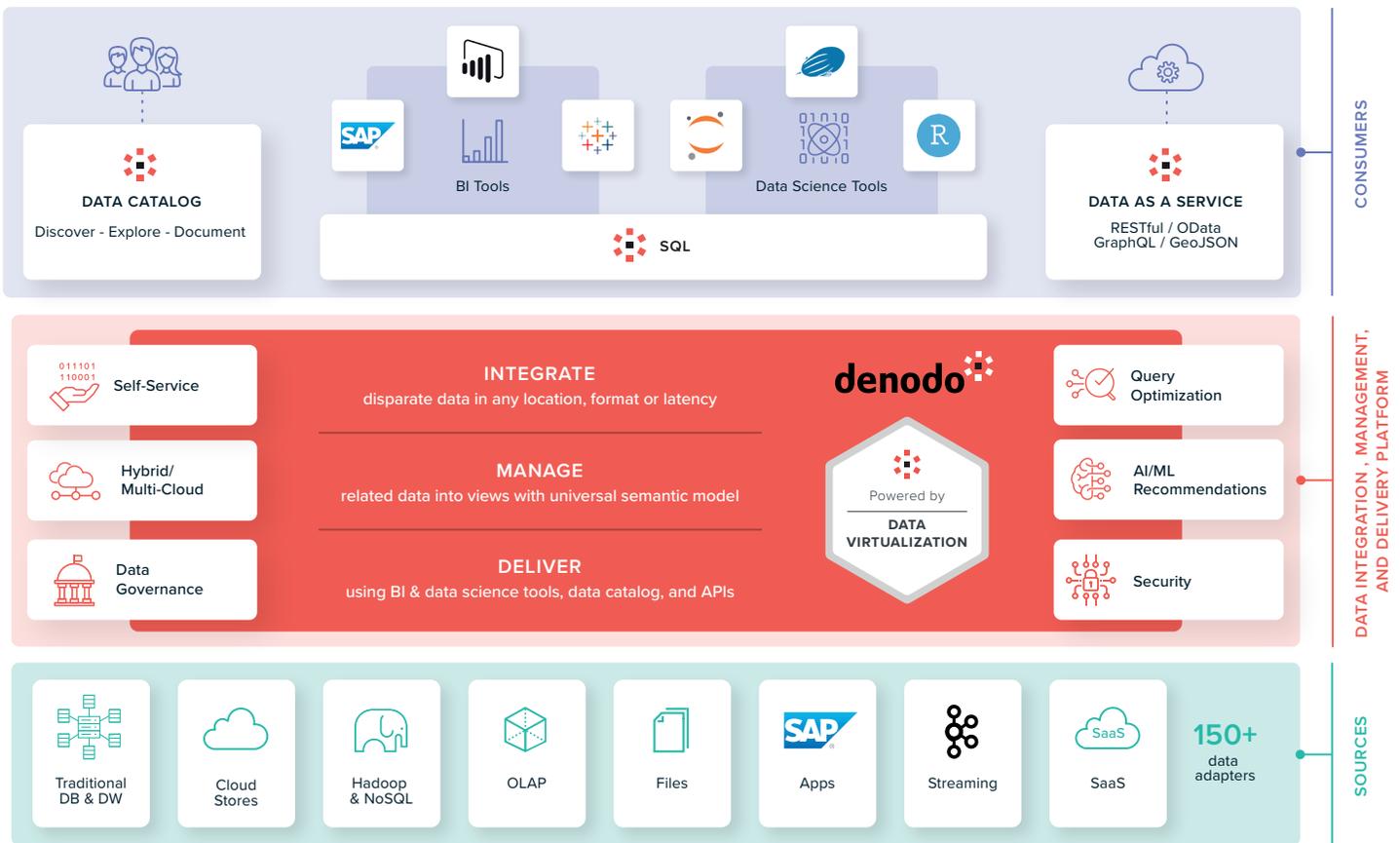
### The Solution

After trying out a series of different solutions in a rigorous proof-of-concept, this biopharma company selected The Denodo Platform. One important factor was the large number of data sources that the Denodo Platform supports, including all of the data sources that the company currently maintained.

The company leveraged the Denodo Platform to establish a logical data warehouse architecture above its diverse sources. Rather than collecting data from the various sources via ETL processes, the Denodo Platform connects to each source and presents data views to business users as a virtual, semantic layer. This enabled business users to access and report on integrated, enterprise-wide data views in real time, without having to learn IT skills or even the technical details of how to access each source. After implementing the Denodo Platform, the company began rolling it out to data scientists, who are using it to explore data, write scripts, and build recommendations to increase sales and improve treatments.

**“A year after we purchased the Denodo Platform, we realized that development was taking half the time it would have taken using the classical ETL approach. Beyond that, the Denodo Platform delivers more, especially from a data delivery perspective.”**

– Head of BI at this leading biopharma company



## Benefits

The Denodo Platform provided this biopharma company with the speed, efficiency, and agility that it required, enabling the company to move forward with its data products while streamlining regulatory reporting. The Denodo Platform cut development time in half compared with the time required by the company’s ETL processes.

But the company kept discovering new use cases for the Denodo Platform. *“The Denodo Platform is like a swiss army knife,”* said the head of BI at the company. *“After a year of implementing the Denodo Platform, we were able to put six different use cases into production across different functional domains, and we were able to use the Denodo Platform to quickly answer multiple business questions that we couldn’t easily answer before. We see how the Denodo Platform is really accelerating our process of delivering value directly to our patients.”*

By providing streamlined access to disparate data sources, the Denodo Platform enables business users to create prototypes of data products prior to requesting their creation by IT. By being able to explore and understand the relationships between different data entities, and being able to test queries prior to development, business users can clarify requirements at the start of an engagement to improve collaboration with IT.

