

## CUSTOMER AND REVENUE INTELLIGENCE SOLUTION FOR A GLOBAL PHARMACEUTICAL MANUFACTURER



**Industry:** Pharmaceutical

### Customer Profile

Client, is a global leader in the pharmaceutical industry, with operations spanning over 60 countries worldwide. From two manufacturing facility, they offer a wide spectrum of products including tablets, capsules, dry-syrup, etc. The business is split strategically into four different divisions, run by a division head.

### Client Situation

- The company also extends this service to the Medical Research Labs and Food Processing Companies. The company wanted to build a customer facing decision support system with analytics and data mining capability. The system has to overcome the need to
- Analyze, predict area of contamination
- Provide a hierarchical structure to drill into contamination area
- Web based solution to enhance analysis & decision making
- Support pattern/Trend Analysis across different hierarchical locations
- Enable Analytical decision making to improve product usage

### Service Footprint

- BI Consulting
- Data Warehousing
- Business Reporting & Analytics
- Performance Management
- Support and Maintenance

### Technology Used

- SQL Server Integration Services (SSIS)
- Microsoft SQL Server 2005
- SQL Server Reporting Services (SSRS)
- Microsoft Visio
- SQL Server Analysis Services
- Performance Point Server 2007
- Share Point Server 2007

**Contact** [marketing@congruentindia.com](mailto:marketing@congruentindia.com)

### Congruent's Solution

The customer had issues executing performance analysis in critical business areas including customer and revenue management. A data warehouse was designed with the facility to execute business-centric analysis.

### Challenges

Data residing in silos - ERP is used in the manufacturing facility and the sales team at headquarters was using a web based CRM.

Absence of process centric work culture

Besides, the customer had been incurring high administration cost as a result of large number of vendors operating from multiple sites

Congruent helped customer engineer the complete information architecture and conceptualized an enterprise-wide BI and reporting strategy. The project involved designing new data marts; normalizing the subject areas associated with the BI application, and build data integrity check points with consistent naming standards. This was followed by implementation of the iConfluence framework for the domain areas such as customer intelligence, revenue analysis and margin analysis, which were transformed as Key Performance Indicators on a Portal.

Kettle, was deployed as the standard ETL tool along with the Pentaho based analytical solution. The solution was deployed across the following functional areas:

Consumer & Marketing for multi dimensional analysis on Campaigns, Product & channel analysis, pricing plan, customer churn & campaign management

Finance for revenue and costing; Revenue Assurance that included tracking of stocks stored in inventory; Independent Data Marts on business insight, aged debt and commissions

### Benefits

The data warehouse engineering initiative helped customer:

- Achieve scalability to handle new analytical requirements and reduce data duplicity
- Provide better metadata management support with well defined standards and guidelines
- Ease of maintenance with advantage for re-usability and cross-functional reporting
- Achieve single version of truth

Effective management of large data volumes and presenting the same in logical flow

Faster reporting capabilities with drill down on summary level data to detail level data

Enable ad-hoc reporting and access to corporate data essential to decision needs

Adopting best practices helped reduce development costs by over 30%

Deployed an effective customer management solution on churn analytics, campaign management, channel management and product management

Address product expiry and provide hierarchical view of products nearing expiry

Achieve single version of truth with streamlined information architecture