



Pharma Partnering

Business Partners On Demand

Case Study 3 – Ad-Hoc Analytics Capability

Client

A global pharma company with a class-leading reputation in several therapeutic areas. Headquartered in USA.

Brief

Following their implementation of a highly standardised CRM solution globally, the client wanted to standardise their business intelligence solutions in a similar way. This meant a need was identified for ad-hoc analytics aimed at the “power users” community.

Solution

A global program of workshops defined common and outlying requirements from ad-hoc analytics, data sourcing and business rules as well as accessibility and design standards. Working mock-ups (wireframes) were built and tested with 11 countries. Trade-off analyses and forced ranking techniques resulted in a specification which was then offered for RFP to several well qualified providers. Eradication of variability (in ad-hoc approaches) was placed firmly in the client's sight.

If you are interested in working with us or have any questions, you can get in touch by emailing us at info@pharmapartnering.co.uk or by calling +44 (0) 7887 686392 or +44 (0) 1622 814792

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