



Pharma Partnering

Business Partners On Demand

Case Study 7 – Major Data Warehouse Program Management

Client

A global “top ten” pharma company with a recognised reputation for innovation.

Brief

Initiate a program, then run “proof of concepts” leading to pilots for several countries in multi-data source integrated commercial analytics with a view to global scale-up. Work as part of the client's on and off-shore teams ensuring clarity, governance and outcomes focus. Represent the solution provider in contracting and proposal management terms to ensure favourable outcomes for both parties.

Solution

Working as part of the solution provider yet closely with the client's solution architecture teams, a successful PoC was delivered with valid lessons learned and favourable commercial conditions to allow clear and concise future scale-up. Pricing models were innovated and affiliates educated on the ROI illustrations of adopting the global program compared to carrying on as they were. 5 markets came on stream with the global program inside 6 months.

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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