

EMC PERSPECTIVE



**Developing Easy Access  
and Visibility into Sales  
and Marketing Data**

## Highlights

- As pharmaceutical businesses of all sizes have dealt with the issues surrounding the reliance on third-party data, the need for pharmaceutical data warehouses has grown dramatically.
- Since data is usually obtained from multiple, disparate sources, planning and organizing your data management process is essential for a smooth implementation.
- Organizations should formulate a comprehensive information management strategy before implementing a data warehouse.

# Developing Easy Access and Visibility into Sales and Marketing Data

## The current dilemma

In the life sciences industry, information management is a mounting challenge for many organizations, a challenge being addressed in part by data warehouses.

Consider some of the factors which exacerbate the information management problem:

- Mergers and acquisitions create requirements for blending similar information from multiple systems.
- The spread of global operations increases the amount and complexity of data.
- Alliances, joint ventures, co-marketing arrangements, and use of third-party providers require exchange of information beyond the firewall.
- There is a need to manage increasing amounts of data from targeted marketing campaigns.

With an increased focus on performance management, today's data warehousing approaches must encompass more complicated, collaborative, information sharing and integration—fostering the use of enriched analytics, sales measurement and metrics, marketing excellence, and a complete, 360-degree view of the customer.

## Single integrated environment for information management and delivery

Implementing a data warehouse is typically an extremely complex and demanding process involving a great deal of inter-organizational interaction and the utilization of multiple technology platforms. Above all else, data warehouse implementation is about information integration.

Information integration requirements can be complicated in many ways. For example by:

- Lack of data standardization across groups responsible for consolidation
- Lack of standard methodologies
- Heavy manual effort involved in satisfying current reporting requirements
- Manual intervention needed to reconcile data exceptions
- Undefined roles and responsibilities causing confusion in the information management process (governance and stewardship)
- Lack of communication across the organization
- Lack of standard change management processes and issue escalation procedures
- Multiple tools used for data management, metadata, and reporting

Information repositories need to be shared, accessed, and managed. The challenge involves harnessing and analyzing these information systems relative to the sales and marketing process.

## Best practices for information management

Organizations should formulate a comprehensive information management strategy before implementing a data warehouse. Starting with an overall blueprint makes it easier to adjust and integrate data in a consistent fashion. Full integration of information requirements helps reduce the burden on IT.

### Other best practices in information management include:

- Establish information governance and stewardship roles among the business community. Expect business users to verify and enforce data rules.
- Determine how data can be delivered in a common format and leverage industry formats to accomplish this.
- Set and reinforce clear expectations on the scope and intent of the data warehouse.
- Use a subject area approach (i.e., customer, product, Rx sales, call activity, etc.)
- Link change management between source systems and the data warehouse and clearly define accountability.
- Develop clear service-level agreements and manage to them.
- Plan for the development and use of operational data stores as a source for the data warehouse when the original information sources are highly disparate and require complex integration.
- Use a realistic approach toward data management tool selection. (Tool vendors are consolidating but not providing end-to-end functionality and interoperability.)
- Develop a comprehensive data-cleansing process and allocate resources to “scrub” the data prior to integration into the data warehouse.

The careful planning and organizing of an information management approach is essential for the smooth implementation of a data warehouse initiative. Effective delivery and management of sales and marketing information requires an integrated approach toward people, technology, and processes.



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