

## Integrating Data From Over 50 Sources

*Archi-Tech simplifies analysis and reporting by centralizing, streamlining, and sanitizing syndicated and non-syndicated data from a wide variety of data suppliers*

### Client Profile

A mid-sized pharmaceutical company with four products in a mature specialty market, with limited IT resources.

### Client Challenge

With three distinct sales forces working across primary care, specialty trade, and managed care, the client was dealing with a multitude of disparate data – including data purchased directly from 50+ vendors. The client had put into place homegrown solutions for data management and reporting, but these were manual-and error-prone (each data source had its own format), with no integration across the different data types.

Recognizing that normalizing and integrating its data accurately was the key to using it effectively, the client turned to **Archi-Tech's** proven data model and 25+ years of data integration experience to put the necessary infrastructure in place.

### The Inputs: A Mass of Disparate Data

Facing a mixed bag of data feeds, with little or no standardization, the client's IT department did not have the bandwidth to absorb this tedious project with ongoing customized requirements, even though the reconciled database was a critical input to executive dashboards. The data feeds included:

- Syndicated Prescriber-Payer Level Rx Data (Monthly)
  - Aggregated to prescriber, payor, and plan level by **Archi-Tech**
- Syndicated Non-Retail Sales Data (Monthly)
  - Quantities converted to prescription equivalents
- Client-Sourced Data (Monthly/Quarterly)
  - 40-60 Mail Order Houses, most requiring data normalization
- CRM System Data (Monthly)
  - Calls-Samples-Details, for 3 sales forces
- Home Office Files (Quarterly)
  - Targets, 3 Sales Alignments

### Archi-Tech Approach

The objective was to translate all files so that they could stream easily into the data mart production process, and feed a robust, scalable information system. As is always the case with client-sourced data, the implementation was anything but straightforward.

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**Archi-Tech** began by working closely with the client to conduct a detailed diagnostic – from mapping all available data sources, to evaluating existing field reports, to conducting in-depth interviews with the team. This led to the development of a clear blueprint for success, using a comprehensive, multi-phased approach implemented over a four-month timeframe. The chosen solutions: **AT-MART**, for data integration and warehousing; **InView** dashboarding, for analytics and call planning; and **DART**, for data mining and ad hoc support.

Importantly, **Archi-Tech** partnered with the client’s IT Department to follow any SOPs that may be in place, and its Tech Services Department to ensure all desktop software was compliant.

The first step was translating the data feeds to a universal transaction layout, for feeding into AT-MART. However, as the mart was about to go into production, it was discovered that several of the client-sourced data supplier feeds changed formats without warning – which in turn brought production to a halt. **Archi-Tech** quickly adapted, by injecting processes and systems to ensure on-time delivery with complete data:

- **Data Inputs Validator**, a critical preprocessing system for identifying and reacting to file layout changes. Each incoming submission was instantly analyzed upon receipt; and if a layout change was identified, the analyst could draw from the growing library of stored layouts -- allowing the system to quickly get back on track with no impact on delivery.
- **Vendor Coordination Services**, for immediate reach-out to vendors if there were quality issues or if the data was late.
- **Customer Master Management Services**, to link various data sources via automated and semi-automated fashion, for 360-degree reporting and analysis.

Although there was no way to prevent unexpected issues with incoming layouts, the solution enabled **Archi-Tech** to get the system up and running within the required timeframe, with minimal impact to budget. Importantly, the Data Inputs Validator subsystem was able to accommodate new client-sourced data feeds as they became available. A combination of intelligent alerts, ongoing production monitoring, and rapid response to issues served to “calm the waters” each cycle and deliver the required database.

### Solutions Recap

- **Data Inputs Validator**, a system and supporting processes for accepting, analyzing and standardizing the layouts for each of the incoming data feeds. The stored library of layouts for each enabled quick reaction to unexpected data issues.
- **AT-MART – hosted turnkey data integration and warehousing solution.** AT-MART integrated the client’s data assets from disparate sources, merging them with client-defined business rules to ensure data integrity. Putting this centralized clearinghouse in place was the key to bringing every type of data together – syndicated and non-syndicated, from any source – into a consistent format that was also tied directly to internal goals and targets. This finally made it possible for all of the client’s data to be easily analyzed by the home office; and translated into actionable information for the

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field. It also enabled the client to export critical business performance measures, to feed other internal systems.

- **InView – interactive dashboard and desktop reporting portal.** InView provided customized, role-based access to client- and user-specific information and reports – all via a simple, easy-to-use graphical interface. This allowed the client to produce reports for everyone from the reps in the field to the execs in the home office, using charts, graphs, and other visual snapshots to deliver a full view of the supply chain.
- **DART – in-depth data analytics, in seconds. Leveraging the AT-MART reconciled database, the client implemented desktop DART.** The client implemented DART Prescriber, DART Managed Care, DART Plan, DART Payer, and DART Outlet, all from **Archi-Tech’s** DART suite of data analysis and reporting solutions. DART provided home office analysts and regional directors in the field with multiple data views at the prescriber, plan, payer, and managed care levels to meet every need, and enabled users to query, analyze, report, and graph millions of records of data – instantly. Thanks to its versatility, DART was also deployed by other departments, like marketing and finance, to analyze advertising initiatives, adjust contracts to inventory levels, and more.

### Key Results

*Deployed a robust & scalable infrastructure.* The **Archi-Tech** solutions enabled the client to transform its data operations capability in a cost-effective way, freeing up internal bandwidth while increasing sales performance.

- *Synchronized data across the board.* “**Archi-Tech’s** data expertise made all the difference for us,” explained the client’s Senior Director of Sales Operations. “We’ve gained control over the volumes of disparate data we use across sales forces – and know that it’s consistent, accurate, and relevant to our exact business needs.”
- *Reduced query time dramatically.* What used to take not just hours but days to accomplish could be completed by anyone, anywhere in minutes, even seconds – regardless of data volume, format, or source.
- *Improved selling capabilities.* “Our sales team just didn’t have the time to pull and interpret data – and now they don’t have to,” said the client’s VP of Sales. “**Archi-Tech’s** solutions, puts actionable information at their fingertips to instantly see how they’re performing and make adjustments on-the-fly to improve targeting and performance.”

**About:** Archi-Tech Systems, Inc. is a leading provider of outsourced data integration, data warehousing, analytics and reporting services and Veeva administration and technical services to the Pharmaceuticals Industry. Over the past 25 years we have helped numerous companies, from emerging/pre-commercial companies to established industry giants, solve their data integration, access, analytical and reporting problems.

For more information about **Archi-Tech**, please visit [www.archi-tech.com](http://www.archi-tech.com)