

IGI Study Demonstrates Feasibility of a Sales and Pricing Data Warehouse and Business Intelligence Solution for International Pharmaceutical Company's Global Pricing Strategy

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Background

IGI's client, a leading international Pharmaceuticals company, was experiencing difficulties in developing and maintaining a responsive competitive global pricing strategy.

The client needed a more highly automated and accurate method for gathering and consolidating the multiple sources of international data required for sales and pricing analysis and for comparison reporting of their products and competitor equivalents.

Business Challenge

While extensive world wide sales and pricing data was available, differences among the multiple data sources available in the standards for labeler, manufacturer and product identification and descriptions, molecule and generic names, strength, packaging, form and pricing formats made consolidation of the data labor intensive, time consuming and error prone.

As a result, the client was experiencing difficulties in completing the analysis and comparison of pricing and sales for their products and competitor equivalents in a timely manner. Client ability to develop and maintain a competitive global pricing strategy was impacted.

Objectives

IGI was requested to provide subject matter expertise and to perform data source analysis, with the objective of determining the feasibility of developing automated methods for sales and pricing data cleansing, normalization and consolidation.

In addition, if this feasibility was demonstrated, IGI was further requested to develop "proof of concept" for data consolidation algorithms, data crosswalk tables and prototype reports as demonstration of the feasibility of a production Sales and Pricing report solution.

Solution

IGI subject matter experts and data warehousing specialists worked together with the client business team, both in the US and internationally, to conduct analysis of the available data sources.

ATC4, Corporation, International Product, Molecule, Strength, Size, Form Type and Pricing data elements from each data source were analyzed for format, quality and completeness.

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Pairings of data sources were analyzed to identify data gaps. Data mapping business rules were defined. A data normalization standard was designed for each data element.

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Data cleansing and data normalization algorithms were developed for each data source. Crosswalks between the data sources and the normalized standard data were developed.

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Patterns of the exceptions and variances for each data element in the data sources were identified. In some cases, subtle defects in the client's current data warehouse were identified as a byproduct of the analysis.

Prototype reports using cleansed and normalized consolidated data from the multiple data sources were created to demonstrate the feasibility of a production Sales and Pricing Report solution.

Business Benefits

The client was provided with complete data mapping business rules, data cleansing and normalization algorithms and crosswalks design necessary for construction of a production Sales and Pricing data warehouse.

The feasibility of a production Sales and Pricing Reporting solution was demonstrated.

The decision for a complete production implementation is currently under consideration.