



# Digital Transformation in Big Pharma

## FLUREE USE CASE

**An effective digital transformation journey is essential for Pharma companies to sustain their competitive edge. These multi year digital initiatives transform Pharma organizations increasing drug TTM (while reducing R&D spend), tracking clinical programs, improving contract purchasing compliance, managing inventory and shortages, as well as optimizing operational efficiencies.**

Data intake and management is the key enabler to this goal. A strong data governance practice underpins companies' abilities to understand the data they receive; however, data from source systems needs to be organized effectively before any value can be generated. According to a recent McKinsey study\*, poor quality of data is the primary reason why Transformation projects fail to deliver on their full potential.

**Fluree Sense™** is a proven AI based software that expedites the process of providing clean data. We are able to deliver data 10x quicker than traditional methods.

Our solution automatically tags data and creates a clean version with little to no human intervention. The smart AI based solution uses unique genome capabilities that decipher and deconstruct complex datasets and prepares them for use by analytical systems.

This significantly reduces the operational costs of managing the data and provides for faster delivery of analytics than traditional methods. Fluree is a key partner in enabling you to deliver on the promise of a robust Digital Transformation Strategy!



*"With Fluree Sense™ We are able to deliver data 10x quicker than traditional methods."*

**ELIUD POLANCO**  
PRESIDENT

Former Chief Data Officer at HSBC Bank and primary inventor of the Fluree Sense™ technology.



\*Oct 2018 Designing a data transformation that delivers value right from the start



# How a large North American Pharma company successfully leverages Fluree in their Digital Transformation journey

## FLUREE USE CASE

### At-a-glance

**CUSTOMER:** \$2+BILLION COMPANY

**SIZE:** 10,000+ EMPLOYEES

**REGION:** NORTH AMERICA

**INDUSTRY:** PHARMACEUTICAL



### CUSTOMER CHALLENGES

Similar to many large enterprises, business data at this Large Pharma was created and maintained within multiple databases and operational data stores, accumulating a vast, expensive and unproductive assortment of data. Our client was investing in various data warehouses and supporting tools to collect, integrate, reconcile and remediate data from across its many sources with the intention to make its customer, product and order data useful for the business. Unfortunately, low quality of data was inhibiting them from producing reliable analytic assessments. This was adding cost and higher complexity to their Transformation Strategy.

### THE SOLUTION

Using our AI software, the client was able to consolidate business data from its various stores onto their Data Lake; they now manage the data inventory, organize and clean the data. Once they began operating with Fluree, the client was able to provide timely access to their data scientists, data analysts and business users via tools such as Synapse, Databricks and Tableau. As a result, the client was able to introduce analytics to their businesses in weeks as opposed to months using traditional methods.

*Simplified data environment, by consolidating 10+ data warehouses onto a single cloud*



*Reduced dependency on expensive manpower by US\$3M through the use of our lowcode/ no-code software for managing data on the lake*



*Faster time to value, by being able to move data from raw to business-consumption in weeks. New use cases were up in 3 weeks as opposed to 9 months*

