

Large pharmaceutical
company transforms marketing
and sales in the US using
Master Data Management



Client background

- **Client:** A leading pharmaceutical company
- **Revenue:** USD 39.9 Billion
- **Industry:** Pharmaceutical
- **Area of operations:** Global
- **Customers:** Anyone with a medical and dental condition

A leading global pharmaceutical, biologics, vaccines and consumer healthcare company provider achieves full FDA compliance, reduction in order processing time along with a 50% reduction in the cost of sourcing provider data

Challenge

The client was charged for poor compliance and record-keeping by the FDA. They were also overpaying for getting provider data for marketing and sales across all its departments. One of the significant challenges was to harmonize data across platforms along with centrally managing the data, resulting in silos of similar redundant data of pharma & consumer systems across the enterprise. Lastly there was a time gap in order processing which needed to be cut short to achieve more effectiveness and optimization in sales.

Solution

Wipro implemented Informatica MDM, a comprehensive Master Data Management solution, along with Informatica Data Director and real-time APIs, to overcome the challenges which the client faced.



Developed user interface and its corresponding components to manage restrictions as per FDA compliance regulations



Enabled integration with trillium to improve on the quality of data particularly names and addresses



Enabled the restriction process for customer and product to get a single view of all restrictions and regulations



Enabled web services in the downstream, to view the restrictions to integrate the same in a real-time manner



Enabled near real time interfaces between contract management, Sales Force, MDM and SAP for a smoother order processing experience



Integration of customer data for downstream consumption helped the systems to get a centralized view



Enabled better streamlined trust rules across the sources of data along with business agreement in order to reduce the number of sources coming to MDM thereby saving on money for the customer

Business impact

Implementation of best-in-class Master Data Management solutions resulted in a central repository of customer, product and alignment with a single source of truth for all data.



Simplified and standardized customer management process



Defined a principal place to host all the restrictions data for customer and products



Devised a robust and generic publishing mechanism for all the downstream systems to consume



Enhanced the system every quarter to introduce new functionalities addressing the needs of the diversified businesses involved



Enhanced the system to enable a smoother data flow so that the order management process completes within 2 hrs - 2 days depending on the product being shipped



Enhanced address standardization to reduce bad deliveries going out for orders



50% reduction in cost for data sourcing from vendors



100% compliance with the FDA rules and regulations imposed on the providers



“On successful implementation of CERPS project which integrated consumer and pharma data, the order processing time was brought down to 2hrs. It has been a long 18 months, but you guys did it and I’m very thankful for all your efforts over this time period”

Director – at the Client Organization



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