



Case Study - Business Analytics

Our company information

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Customer profile

Customer name	CMARC India Pvt. Ltd.
Division	Pioneer of Rx Based Research on Health Care System in India
Address	Kolkata. West Bengal. India

Synopsis

Company profile

The proprietary firm was converted to a Private Limited Company in 1980, and Mr. Bhupatinath Mitra was appointed as Chairman and Mrs. Annapurna Mitra was appointed as Managing Director of the Company. In 1982 Professor Mitra, who has been rendering part-time consultancy services to the Company, joined C MARC as a full-timer and took up the reins as Managing Director while Mrs. Mitra became the Joint MD. Glaxo became the pioneer as the exclusive user of C MARC, launched Continuous Prescription Research (CPR) Service. Pioneer in Prescription Research study: Continuous Rx Research Referred as 'CPR' Outstanding authority ensuring creativity in research for strategic Healthcare Management decision making in Corporate Management, Marketing Management, Innovativeness in perspective setting covering, Short Term, Medium Term, Long Term, business strategy for the client organization..

Context

The pharmaceutical industry is one of the fastest-changing industries in the world today, and as new pharma markets emerge and expand, it's crucial that you make informed decisions about where to invest your capital and resources. A state-of-the-art pharma analytics tools can help you make the right decisions. Which drugs should we invest in? How can we streamline development? Which are our highest-risk markets?

The right technology and solutions

SDS Business Analytics for Pharmaceutical Industry called the 'CPR (Continuous Prescription Research) Analytics' is a 'State-of-Art' fast and efficient BI platform to deliver multidimensional business intelligence data for performing end-to-end in-depth analysis of data facilitating industry's best in class platform for ad hoc query and analysis, dashboards, multidimensional OLTP and predictive analytics, on an architecturally integrated business intelligence foundation.

SDS Business Analytics software provides an integrated platform for performance management and delivers complete, consistent and accurate information and allows all business users to understand, monitor and manage business performance and drive innovation, and optimize processes which includes reporting & analysis, forecasting optimization and cost management while, delivering extreme performance.

The tool facilitates on-the-fly analyses of pharma market growth, leveraging the most current sales and market data, and makes business decisions quickly based on how well projections compare to goals. A comprehensive portfolio of business intelligence, advanced analytics, financial performance, predictive analytics and strategy management software provides executives with clear, immediate and actionable insights into current performance and the ability to predict future outcomes.

Case Study

The pharmaceutical organization has marketing at its core, and there's a heightened strategic need to understand the entire commercial funnel. Marketing strategies are a crucial factor, and, with so many disparate sources of data, it can be difficult to see the whole picture and understand where you're over and under-invested.

CMARC India Pvt. Ltd is the pioneer in marketing research formed to enable Pharmaceutical companies with in-depth analysis and consultancy to improve business performance product development, increase operational performance; drive revenue and market share and comply with regulatory requirements.

Why a Customized Business Analytic tool ahead of Productized Business Analytic tool?

CMARC India Pvt. Ltd have been using IBM Cognos for to serve their client's but with the emerging challenges in the market place in terms of technology, turn-around time in delivering services alongwith huge cost of ownership for licensing and manpower, the company desired to commission an end-to-end self-sustainable system with zero-down failure risk to increase the efficiency and optimize it's service delivery mechanism with low cost of ownership while ensuring extreme performance.

Limitation of the legacy system

The legacy practice involved preparation of non-dynamic and defined sets of reports by writing SQL queries and running them on ORACLE and saving them in flat with pre-defined delimiter. Further the 'CUBES' are generated with predefined dimensions and hierarchy to get the 'Analytical' data using 'COGNOS Power Play' and exports them into MS Excel, PDF etc. for Presentation etc.

This entire service delivery mechanism is tedious, error prone and most importantly often this

prolonged exercise results in presentation of reports based on outdated data risking business retention and growth of the company.

Advantage of SDS Business Analytic

SDS Business Analytics viz. CPR Analytics has mitigated the above issues and atomized the entire process from Data mining to generation of reports. The most salient feature of the 'Application' is the reports generated are dynamic in nature and the flexibility in accessing the reports as per user's choice of dimension.

The other most defining feature of this application is the retrospective effect on master data change which is done on real-time basis. Since the Pharma companies are very dynamic in nature and often engaged introducing new brands, Upgradation and other such activities, this feature has been incorporated to stay tuned with the dynamic market place.

The salient features are listed below -

- SDS Business Analytics is an Online Application that has service-oriented Architecture which integrates with existing IT infrastructure to facilitate instant visibility into statistical data and drive better business outcomes using a broad set of capabilities for reporting, analysis, modeling, forecasting – all engineered for speed of thought performance and transforming IT from a cost centre to a business asset by standardizing on a single, scalable BI platform that empowers business users to easily create their own reports with information relevant to them.
- SDS BUSINESS ANALYTICS enables viewing of up-to-the minute operational data while in motion, facilitating a real-time monitoring capability. It features self-service, interactive dashboards for frontline business users, including executives on the go, managers and analysts, who need to react quickly to performance improvement opportunities.
- SDS BUSINESS ANALYTICS facilitates simple, intuitive operational features viz. interactive & spreadsheet style data grids, 'Drag' & Drop', cross-tab reports, drillable multi-dimensional reports/ charts, 'Sort', 'Link', and Swap enabling authoring capabilities for self-service reporting and personalized analysis for improved business agility.
- Rich Graphical displays and graphical data navigation such as bar, pie, stack, line, indexed and other charts as used for presentation.
- SDS BUSINESS ANALYTICS involves centrally managed data, business hierarchies, rules and calculations to help eliminate data silos and inconsistencies.
- SDS BUSINESS ANALYTICS facilitates a simple management console to control installation, configuration and operation. This shared foundation enables to incorporate BI and performance management capabilities into business easily and affordably.
- SDS BUSINESS ANALYTICS delivers performance & scalability viz., multi-level caching of data, dimensions and user performance, robust 'Relational Database' storage, leveraging of popular application servers, etc.
- SDS BUSINESS ANALYTICS facilitates flexible data access to relational, OLTP and local data sources in any combination.
- SDS BUSINESS ANALYTICS facilitates a real time platform that delivers a single shared view of the business with tight security supporting multiple sign-in.

- SDS BUSINESS ANALYTICS involves powerful “what-if” modeling for building and testing business scenarios.
- SDS BUSINESS ANALYTICS enables a complete, consistent view of information organization-wide to ensure users work with the same accurate data at all times and facilitates extensible visualization capabilities to help bring data to life for interpretation and analysis.
- Availability of reports in varied formats viz. CSV, PDF, HTML and Microsoft Excel with conditional colour formatting, RTF Rich report.
- Ranking and Sorting as per dense rank in Oracle.
- Inbuilt intelligence for data analysis by means of Add, Subtract, Percentage of Base, Percent, Average, Mean, Median, Mode, Standard deviation, Evolution index.
- Cluster Analysis, Projection & Forecasting.
- Presentment of defined ‘Generic ‘reports on web for viewing.

Functional Flow Diagram -

