

Aligning on a Common Data Analytics Strategy

THE SITUATION

Data analytics solutions are being utilized with high expectations of delivering instantaneous insights to challenging business problems. In large pharmaceutical organizations these analytics solutions are often being applied in a siloed fashion in situations where people may spend significant time cobbling data together in spreadsheets for analysis. At the same time, the problems that organizations are trying to assess and the data required for analysis span broader company functions. Analytics has become an integral capability for tackling all sorts of business problems. This is leading to some of the following challenges:

- Redundancy and overlap in problems being addressed
- Multiple disparate data sources and disconnected technology solutions for data access
- Limited leverage of organizational learning and data analytics problem-solving
- Segmented approaches to address data management versus data analytics

For the first time functional stakeholders were able to see the range of approaches being used across the organization to solve similar data analytics challenges while appreciating the need to leverage resources for better outcomes.

One global pharmaceutical company opted to consolidate disparate analytics initiatives and to apply a structured approach across the broader organization via alignment on a common analytics strategy.

THE SOLUTION

ResultWorks was engaged to assess the use of analytics across client business entities and to develop a cross-functional analytics strategy. ResultWorks approach is outlined below:

- **Assessed the current analytics environment** where findings indicated numerous approaches and disparate capabilities across the organization while addressing some common business issues.
- **Created a shared vision** embracing the possibility of leveraging all resource and technology capabilities to optimize business analytics insights from internal and external data.
- **Developed a common analytics strategic framework**, shown in the figure below, which encompassed governance, people, process, technology, as well as awareness of touchpoint strategies to be leveraged.
- **Defined a range of solution options** depending on the nature of the question, the skills and capabilities of the analyst, the technology available, and the nature of the data required.
- **Created a roadmap** to support the strategy summarized over a three-year horizon and detailed by project as a starting scope.



KEY BENEFITS

Current State Transparency: By capturing and understanding the current state, it became clear to the stakeholders of the overlapping effort, technology, and resources being used to address shared business problems.

Aligned Analytics Vision: Leverage of resources, technology, and analytics know-how emerged as a central theme to benefit the entire business operation.

Common Strategy: The strategy needed to address not only the data analytics approach, skills, and technology, but also structured approaches for identifying, accessing and provisioning data from source systems in preparation for analytics.

Strategic Roadmap: The three-year roadmap defined projects to address: analytics project portfolio management, communities of practice, analytics skills assessment and development, and technology investments to enable data provisioning and analytics capabilities.

For more information, visit our website www.resultworksllc.com or contact us at marketing@resultworksllc.com.