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# Deloitte and Informatica team to transform CRM for the Life Sciences Industry



## Business Challenge

A biotechnology company underwent a period of tremendous commercial growth due to a number of successful product launches. However, their technology solutions were unable to keep pace with the expansion of their business. The client wanted to create a platform that would put the patient at the heart of their commercial model, while harnessing the power of digital engagement and leveraging analytics to create insights for their business. Achieving this has helped the client better engage and support their patients and healthcare providers, reduce overall costs, and leapfrog their competitors in the new healthcare landscape.

## The Journey

Deloitte was engaged to lead this multiyear journey that would enable the client to move past its competition by driving a complete 360-degree view of their customers across patients, healthcare providers, insurance payers, and other healthcare constituents. This transformation of the client's sales and marketing functions is unlike any before seen in the industry in its breadth and depth.

The transformation process began with defining the vision and developing a long-term architecture and technology strategy, as well as a near-term plan for executing on a cloud-based CRM platform for the global field force. This strategic roadmap included the CRM blueprint, and project methodology and scope to define a consistent global core, an underlying technology roadmap for the onboarding of data sources to the new architecture, as well as a business prioritized roadmap for the analytical capabilities to be enabled. To achieve the desired outcome, Deloitte gathered input from stakeholders across key function areas, such as Patient Services, Marketing, Field Force, and Commercial IT groups. During the project time frame, Deloitte collaborated with the client to enable a multiphase global rollout and establish an operational governance for key business functions.

Today, the globally deployed architecture broadens the client's CRM, marketing, and analytical capabilities to provide a customer-centric collaborative foundation that helps the client innovate for the future.

## Deloitte's Approach

The client selected Deloitte for this project because of Deloitte's experience in commercial transformation and technology in life sciences, as well as its strong alliances with technology leaders, Informatica and Salesforce. Deloitte was named #1 amongst CRM Service Provider Leaders by Gartner in 2015.

During the project, Deloitte on-boarded a cross-functional team of technology and functional specialists who collaborated globally to transform the client's vision into reality. Deloitte was able to accomplish this by implementing technologies in:

- **Customer Relationship Management**: Providing integrated information in a mobile enabled, offline environment on the client's customers in order to provide a more personalized and unique experience to the customer on the client's products
- **Master Data Management**: Enabling one centralized global view of the client's customers, so that every application will have the most up-to-date customer information
- **Marketing Interactions**: Enabling the infrastructure to capture, integrate, and aggregate interactions across all marketing channels into a single hub
- **Business Intelligence**: Allowing fast, informed open access to the information required to make decisions and support future analytics

One challenge that needed to be addressed was the application landscape, which contained multiple cloud-based solutions. Although salesforce.com was the primary platform, the client was running two separate environments. They also had several third-party vendors and Software as a Service platforms to manage master data, event data, and marketing operations execution. Informatica PowerCenter was the defacto standard for the client to integrate these systems and enable one cohesive solution. Informatica Cloud was selected due to its close connection with Salesforce and its easy to use replication technology from salesforce.com.

## Analytics with Deloitte and Informatica

Deloitte's consulting services are designed to provide strategic advice to help companies improve business performance. Deloitte's practitioners are well versed at every level of the analytics process. We inspire clients like this biotechnology company to make their most challenging business decisions with confidence and help lead the way to lasting results.

The Deloitte and Informatica alliance combines Deloitte's experience in Information Management with Informatica's industry-leading software. Deloitte is the 2014 recipient of Informatica's Global Alliance Partner of the Year and Master Data Management Partner of the Year awards. With more than 2,300 practitioners trained and experienced in Informatica products and a network of member firms that reaches 150 countries, Deloitte has the scale, scope, and capabilities to help businesses realize the value of their data.

### Learn more

To learn more, contact one of the following team members listed below:

**Ryan Hoffmeister**
rhoffmeister@deloitte.com

**Karthika Nair**
knair@deloitte.com

**Bryan Planalp**
bplanalp@deloitte.com

**David Rosner**
drosner@deloitte.com