MOSAIC
SOLUTIONS GROUP

WHY PHARMA COMPANIES CHOOSE MOSAIC FOR OUTSOURCED COMMERCIAL DATA WAREHOUSE

BUILDING CAN BE RISKY

In a widely-cited 2016 study, Gartner concluded that ~60% of data warehousing projects fail, for a variety of reasons*. Building a data warehouse is risky, expensive and time-consuming. As projects drag on and budgets stretch, organizational support diminishes. Often, a data warehouse is built around a fixed portfolio of data assets. Adapting the data warehouse over time, as the portfolio of data assets evolves, can be difficult and expensive.

2017 Tech Republic, "85% of big data projects fail"

INCREASE OPERATIONAL EFFECTIVENESS

The Mosaic Solution provides 100% success because we do not build a data warehouse. We populate a cloud-based, client-specific instance of our data model, in a multi-server environment optimized to each client's operational needs. Our flexible, scalable data model, quickly assimilates current data assets today and supports fast, economical integration of additional data assets in the future.

DATA INTEGRATION

The Mosaic model assimilates many pharma data sets, including:

- XPONENT, DDD, DDDMD, HCOS, FIA NPA, NPS, NBRx
- Source Prescriber, Source Non-Retail, PHAST
- Supplemental Market Access data such as MMIT or Fingertip Formulary
- EDI 867, 852, 844
- Claims
- SFA, SalesForce, Veeva, Mobile Intelligence, Synergistix, etc.
- Specialty Pharmacy
- Specialty Distributor
- Patient HUB & Patient Journey
- Co-Pay Cards & Discount Programs
- ERP System Feeds
- Program Management Data
- Operational Feeds including ZTT, Target
- Segments & Rosters

THIRD-PARTY INTERFACES

The Mosaic solution supports a range of 3rd-party system interfaces, including:

- SFA/CRM
- Medpro
- Concur
- Knipper

DATA WAREHOUSE SUCCESS RATES

ALTERNATIVE
40%

MOSAIC
100%

LESS TIME UNDER THE HOOD

- Integrating & cleaning data
- Managing business rules
- Maintaining hardware

MORE TIME DRIVING BUSINESS

- Using data to drive commercial success

KEY BENEFITS

SAVE TIME

SAVE MONEY

MINIMIZE RISK

MAXIMIZE OPERATIONS

SINGLE SOURCE OF TRUTH

The Mosaic solution integrates all your commercial data into a Single Source of Truth, providing one point of application for business rules and logic. By eliminating fragmented data infrastructure, companies save money, increase operational efficiency and ensure the accuracy of their Business Intelligence.

Mosaic manages your data so you can use your data to manage your business. Single Source of Truth is the most effective way to ensure the accuracy of business intelligence, maximize operational efficiency and optimize cost.

FRAGMENTED DATA SOURCES

A SINGLE SOURCE OF TRUTH

SSoT

DIFFICULT & TIME-CONSUMING TO CREATE REPORTING & ANALYSIS

FASTER & EASIER TO CREATE ACCURATE, ACTIONABLE BI

SERVICE & SUPPORT

Companies often engage large IT or Management Consulting firms to build their data warehouse. These firms generally work on a staffing model, creating powerful incentives to expand or prolong projects. If development is completed successfully, companies often require ongoing support from these firms to manage the data warehouse.

Companies that work towards internal development using component parts such as ETL engines and master data management solutions generally find system integration extremely challenging or impossible, not to mention expensive. Existing staff struggle to manage project timelines in addition to their "day jobs."

Mosaic provides data management and support in a fixed-cost model, focused on automation and operational efficiency. The Mosaic model promotes strong partnership and predictable budget management.

IT & MGMT CONSULTING

MOSAIC AUTOMATION & SUPPORT

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THE MOSAIC STORY

We have a special relationship with our clients because, as the saying goes, we have walked a mile in their shoes. Before starting Mosaic, we spent many years working different roles in commercial pharma and consulting companies, big and small, including:

SALES AND SALES LEADERSHIP
MARKETING AND MARKET RESEARCH
SALES OPERATIONS
DATA MANAGEMENT
CUSTOMER MASTER

REPORTING
PBM MANAGEMENT
ANALYTICS
FORECASTING
SALES FORCE STRATEGY & SIZING

INCENTIVE COMPENSATION
FIELD COMMUNICATIONS
CRM
DATA ARCHITECTURE

Over the years we often considered how we might improve on the service and solutions available to us and our peers in the commercial Pharma market. We launched Mosaic in 2010. Time has proven there is a widespread unmet need for the Mosaic Solution and with each engagement, we continue to innovate to the benefit of existing and future clients.

60+
Pharmacies and distributors processed weekly/monthly

3000+
Products processed across 50 markets

1500+
Interfaces managed across range of internal and external partners

15M+
Customers curated

200K
Change requests processed