# DATA WAREHOUSE & MASTER DATA MANAGEMENT

FOR PHARMA & BIOTECH



#### THE CHALLENGE

Pharma and biotech companies often struggle with data management and business intelligence.

### **5 COMMON DATA MANAGEMENT CHALLENGES**



These challenges have a common root cause; the difficulty of integrating all commercial data into a single source of truth data warehouse. Often, commercial teams are presented with the option to build a data warehouse at great cost in time and money. Even if a company has the time and resources to build a data warehouse, inevitably, it reflects the portfolio of data assets available when the warehouse is developed. Adapting to the continual evolution of the data portfolio is expensive and time-consuming.

#### HOW A DATA SCIENTIST SPENDS THEIR DAY\*

\* CrowdFlower, 2016 Data Science Report



80% Collecting & Cleaning Data

20% Developing Insights

Help your data scientists develop insights instead of struggling with data.

Inability to integrate commercial data into a Single Source of Truth data warehouse is the root cause of most data operations challenges

Even when a data warehouse is successfully implemented, it must be maintained and operated. Companies must support the costs of hardware, software, and most significantly, the human capital capable of running the data warehouse.

#### THE CHALLENGE



## WHY DOESN'T EVERY PHARMA COMPANY HAVE AN OPTIMIZED COMMERCIAL DATA WAREHOUSE?

#### THEY USUALLY LACK:



TIME



ORGANIZATIONAL UNDERSTANDING AND SUPPORT

For many emerging or mid-sized pharma companies, the cost of developing and maintaining a data warehouse is prohibitive. Sales operations teams are forced to settle for second-choice solutions, like trying to manage customer master in the SFA.



FINANCIAL RESOURCES



EXPERTISE TO BUILD AND MAINTAIN

Even when a company has the resources to build a data warehouse, they often find that flexibility to support business changes is limited and day-to-day management is a significant challenge.

### Building a data warehouse is expensive, time-consuming and often ends unsuccessfully

	Mosaic	ALTERNATIVE		
UP-FRONT COST	<b>\$0</b>	<b>\$1M</b> +		
TIME TO LAUNCH	<b>12</b> weeks	>52 weeks		

#### THE SOLUTION



### Mosaic offers clients a unique ability to drive all of their commercial data operations from a Single Source of Truth Data Warehouse in the cloud.

Mosaic provides cloud-based data management with integrated customer master data management. We avoid the time and cost required to build a data warehouse by assimilating each client's unique portfolio of data assets into their own dedicated instance of our innovative data warehouse model and automating their data operations.

#### Our model is designed to accept a broad range of data inputs used by Pharma and Biotech companies, including:



### self.logger = logging - mineral and a self.

self.file.cont() self.fingerprints.cont()

classmethod def from\_settings(cls, setting)) debug = settings.getbool( setting), return cls(job\_dir(setting)),

def request\_seen(self, request):
fp = self, request\_fingerprint(request)

#### WHAT MOSAIC DOES

Mosaic developers and analysts do all the work of creating, configuring and maintaining data interfaces. Every day, Mosaic manages your data operations, keeping the Single Source of Truth current and accurate.



Clients are mainly responsible for providing business rules and requirements. They have open, anytime access to their data in the warehouse, at no incremental cost, and they have a dedicated point of contact to call when they need support.

# WHAT IS CURATED CUSTOMER MASTER?

#### UNIVERSAL CHALLENGE

Customer Master Data Management is a universal challenge for commercial operations teams in pharma. Organizations purchase or have access to an expanding array of data assets from an expanding range of sources. Demographic data varies from one source to another and all sources show change over time. Assembling and maintaining a single, consolidated master view of the customer can be a formidable challenge. Operations teams must deal with the added burden of change requests from field sales teams.

#### **MOSAIC APPROACH**

Mosaic provides their clients with a Curated Customer Master that integrates all their data sources and gives their field sales teams support for change requests. Curated Customer Master addresses the inescapable fact that no strictly programmatic approach can fully resolve the demographic differences across any given portfolio of data assets. Curated Customer Master is a powerful combination of proprietary matching technology coupled with primary research by a team of skilled analysts to fill in the gaps that algorithms can't bridge.



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# **HOW DOES IT WORK?**



#### DEVELOPMENT

During the development cycle, clients simply provide their portfolio of commercial data assets, documented business rules, and mock-ups of desired deliverables to Mosaic. Mosaic does the rest. The Mosaic Account Manager provides scheduled updates and engages the client at required decision points.

#### PRODUCTION

After the data warehouse goes live, Mosaic works closely with the client to manage day-to-day needs and challenges around data management and business intelligence. We work with client stakeholders to address the evolving needs of the organization.

STEPS Gather Data Sets Establish Server Environment Establish Data Interfaces Initialize Customer Master Applications Reporting & Dashboards



# **HOW LONG DOES IT TAKE?**

A typical implementation cycle usually runs about 12 weeks. Complex customization or customer master initialization projects take longer. During the implementation cycle, services are available to the client as soon as they come online. For example, access to the CORE data model, including key data inputs from external sources or the SFA, may be available in just a few weeks. Initial reporting and analytics deliverables generally come online towards the end of the cycle.



# WHY MOSAIC?

#### MOSAIC SOLUTIONS GROUP

## **\$** COST SAVINGS

Each client specifies a unique package of services and solutions which Mosaic delivers for a flat monthly fee. There is no up-front cost for implementation of the data warehouse.

#### **DEVELOPMENT COSTS**





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Mosaic costs are generally a small fraction of comparable alternatives.

#### DATA MANAGEMENT EXPERTS

Mosaic is not a mass-market consulting shop building solutions or running consulting engagements based on a staffing model. We are a dedicated team of data management experts focused on helping our clients optimize the efficiency and effectiveness of their commercial team through industry leading data operations and master data management.

# 😚 PROVEN MODEL

Mosaic begins with a proven model and customizes operations to meet unique client needs. Mosaic does not provide an off-the-shelf SaaS solution that limits clients to a pre-determined set of options or places much of the operational burden on the client.

# FOCUS ON AUTOMATION

Our business model is based on automation through proprietary technology. Our flat-rate pricing model creates strong incentives for efficiency rather than traditional pricing models that incentivize prolonged development cycles.



Mosaic offers clients a unique ability to drive all of their commercial data operations from a Single Source of Truth data warehouse in the cloud.



The Mosaic solution mitigates common risks and costs by eliminating the build process. We significantly reduce the cost to maintain automated data operations and accurate master data.

#### DATA WAREHOUSE DEVELOPMENT PROJECTS SUCCESS RATES



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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 our solutions to the benefit of existing and future clients.



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