Project-based Development

INDUSTRY: Healthcare Marketing

TIMELINE: 6 Months

deerfield

Deerfield Agency is a full-service agency that specializes in healthcare marketing services intended for the pharmaceutical and biopharmaceutical sectors. With extensive expertise spanning a wide array of services, they adeptly handle vast volumes of data from numerous vendors and clients. Currently, their focus lies on developing a Power BI reporting portal to centralize data and facilitate seamless navigation across various channels.

CLIENT CHALLENGES

DFA is seeking an experienced BI/reporting engineering partner to help with the implementation of its Enterprise BI Reporting solution for the Life Science customers:

■ Data ingestion workflow requires lots of manual effort due to the lack of a fully automated end-to-end solution.

■ The existing database schema is not initially built for reporting and analytics, which may lead to performance and scalability issues when customer usage increases.

■ PowerBI instance has not been installed and configured for external customer usage (e.g., security controls, multi-tenant usage, user portal).

■ Standard PowerBI reports (initial set of 6) have not yet been ready for production since it was still in the PoC stage.

SOLUTION IDENTIFIED

■ Store and analyze data in a data warehouse using Azure Synapse Analytics.

■ Build the six initial reports using PowerBI: paid search, programmatic, email, Gantt chart, 3rd party views, and quarterly ROI.

■ PowerBI instance has not been installed and configured for external customer usage (e.g., security controls, multi-tenant usage, user portal).

■ Combine the current Azure instances into a single multi-tenant instance.

SOLUTION IDENTIFIED

- Automate the process to ingest data from 6 data sources to Azure. The order of transforming the CORE data source systems into Azure Data Factory to maximize business value:
  - Eloqua
  - WhatCounts
  - SA360
  - Sizmek
  - Salesforce Marketing Cloud
  - Omnichannel Gantt Chart

KEY SUCCESS FACTORS:

Single source of truth - Build a precise and clean system of data with reliable calculation and traceable source.

Data security - Address the data security controls need

Lower operational cost - Establish new reports with minimum effort and technical skills required.

Users empowerment - Allow users to discover hidden data intelligence, analyze data, and build ad-hoc reports without depending on technical team.

> "I'd say the KMS team was technically efficient. Throughout the project, they were resourceful, intelligent, and accommodating. Even after the project was completed, they went above and beyond to make sure we got what we wanted and paid for. With that being said, it was very valuable having KMS staff with us; they were friendly, helpful, and incredibly knowledgeable. They did things that I just still, don't even understand how they did it. That makes me truly impressed with their expertise and really looking forward to partnering with them again.

- VP of Data Management and Strategy

CONCLUSION

KMS Healthcare has successfully leveraged the DFA BI analytics system by enabling seamless data ingestion from 6 data sources to Azure through an automated process; as well as establishing the 6 initial reports using PowerBI: paid search, programmatic, email, Gantt chart, 3rd party views, and quarterly ROI. These new renovations have created a high-value functionality for Deerfield Agency to cater the emerging need of their Life Science customers.