



## At A Glance:

### ❖ Company:

- A Major Pharmaceutical Company

### ❖ Business Challenges:

- Disparate Data from Business Domains
- No Graphs or Charts
- Insufficient Functionality

### ❖ Results with TACT:

- Personalized Dashboards
- Interactive Graphs
- Sortable Data Tables
- Delivered on Time, on Budget

*"At-a-Glance Monitoring, Drill-down Interactive Graphs and Charts, News Portlets and Customizable and Role-Driven Dashboards. Pharma Portal Project was a huge success."*

### **The Pharma Portal A Business Intelligence Success Story (2004)**

#### **BUSINESS CHALLENGE:**

A major pharmaceutical company faced a critical challenge in the management of one of its specialty drug divisions. A legacy reporting system that provided third party prescription data no longer provided the business functionality necessary to support management efforts.

Recent developments in the organization had perpetuated some environmental and application changes to the legacy reporting system, which include territory code translation, re-alignment of territory code, consolidating of the division and relocation of the hosting sites.

To solve this business challenge, the client engaged TACT to perform a four week assessment on the existing program.



**TACT SOLUTION:**

Using the System Delivery Framework (SDF) methodology, the TACT assessment revealed a number of obstacles:

- Data quality issues
- Limited Endocrinology Content
- Limited Communication Tools and Channels
- Non-existent Analysis Tools

As part of the assessment deliverables, TACT then outlined and highlighted recommendations to increase the functionality, usability and scalability of the legacy reporting system on all levels:

- Strengthen User Profile Security
- Create a more intuitive User Interface Design
- Implement better data integrity / validation practices
- Automate the database upload process
- More adequately make available historical data to members

(Additional technical findings were discovered and documented.)

Included with the assessment findings, TACT proposed an end-to-end development and enhancement solution for the client to consider. Utilizing its SDF, TACT provided the client with the optimum combination of Quality, Duration and Cost. The SDF also segments an effort into three distinct phases (DEFINE, DESIGN and DELIVERY) with each phase consisting of a set of well-defined disciplines. At the core of the SDF was the Accelerated Design Approach (ADA). The ADA spans the DEFINE and DESIGN phases providing a comprehensive methodology for defining, designing and dimensioning enterprise capable distributed systems.

The proposed solution called for TACT to outsource the development effort. The plan was for TACT to build a Web Portal Service so division members could point, click and access their way through pertinent information.

TACT assembled a nine member team and proposed fixed pricing on a five month initiative. The client agreed with the terms and the project commenced in April 2004.

#### **SOLUTION OBJECTIVE:**

TACT regarded this project as an opportunity to demonstrate its expertise in Business Intelligence practices and processes. The objective was to produce a solution that would enable the client to:

- Access pertinent information from multiple data sources
- Present pertinent information in various formats to different communities
- Have that information available precisely when it is requested

#### **PROJECT SCOPE:**

The Stabilization and Integration Release of this Pharma Portal Project consisted of three phases over the course of a five month period. The DEFINE and DESIGN Phases were used to capture requirements and finalize the system design. These were then followed by a DELIVERY Phase in which the Pharma Portal was developed and deployed. Some of the major in-scope deliverables included:

- Pharma Portal User Requirements Document
- Pharma Portal Design Document
- Pharma Portal Delivery

#### **RESULTS ACHIEVED:**

This Pharma Portal Project was a big success because it was not only completed on time and on budget, but it was considered one of the first projects to be accomplished within three corporate silos - Sales, Marketing and Finance.

The client now has a single source for all their data that is reliable and delivered in the format for each of the respective communities. They are now exploring how they can leverage various features and architecture for other applications and solutions.

## *About TACT*

TACT has built a reputation for cutting-edge IT solutions that is exemplified by its impressive Fortune 1000 customer base. TACT focuses on a business-oriented, value-added approach to its end-to-end IT Services and Business Process Outsourcing solutions. For over 20 years, TACT has enabled significant ROI gains in Business Intelligence, Custom Application Development, Strategic Sourcing, Technology Optimization, System Support and Maintenance, Business Process Outsourcing, and Call Center Services.