lumin

Using Augmented Intelligence to Optimize the Brand Value Chain for a Fortune 500 Pharmaceutical Company

Challenges faced

Our client, a global Fortune 500 pharmaceutical major, wanted to begin their digital transformation journey by augmenting their existing analytical engines with advanced analytics. They wanted to enhance their current ecosystem and capabilities, by providing an integrated platform to harness the organization's assets; make insights more accessible, relevant, and actionable for decision-makers; reuse insights for faster time-to-market, and reduce operating expenses.

Cross-functional issues faced by the client:

Research & Development

- The project planning and monitoring of clinical trials were manually intensive and repetitive, with 1,200 projects running in parallel

- Lack of standardized benchmarking practices and simulation analysis made it difficult to gauge the probability of success of ongoing and new studies

Commercial Operations

- There were several anomalies in the disparate data sources pertaining to territory performance by the sales teams. This led to distorted reports and skewed performance metrics and delayed incentive compensation

- Fragmented, manually intensive, and repetitive methods of anomaly detection led to more than 200 such change requests per month, increasing backlogs for the insights team

Medical Affairs

- Managing a steady-state of insights about drugs and new development areas, coming through multiple data sources became difficult to manage for the medical insights team

- The existing BI infrastructure lacked intuitiveness, business alignment, and ease of access, impairing user engagement

Our solution

Lumin was successfully deployed in various departments to cater to different personas and business outcomes. Custom interventions were suggested and implemented by the Lumin team to help in the smooth movement of data and insights to the end-user.

Lumin offered the following resolutions to the challenges faced by the three departments:

Research & Development

- Provided a visual synopsis of the project and its details by monitoring the critical KPIs for R&D portfolio managers

- The ad-hoc querying capabilities identified project risks through an NLP-based search

- Project simulations with the desired attributes forecasted timelines, cost, and budget via Monte Carlo simulations

Commercial Operations

- Used a sophisticated mix of algorithms to identify, flag, and reason data anomalies

- A three-step approach to identify the "What" "Where" and "Why" of data anomalies was designed to enable data stewards and end users proactively identify and reason anomalies for quick resolution

Medical Affairs

- Lumin APIs were used to build bespoke augmented analytics solution for free-form insights exploration, solving for multiple business use cases

- The solution provided an intuitive interface for collaboration and increased user adoption

Business impact

By unlocking the potential in diverse data, Lumin helped the team illuminate and implement a flexible data-driven solution at scale, to effectively handle changes now and in the future.

Using Lumin, the client is now treating insights as a strategic asset and has generated substantial ROI and significant savings in less than a year.

Additionally, Lumin offered the following benefits:

95%
reduction in time to get insights - from months to minutes

1,000+
data analysts hours redeemed with "explainable" insights

80%
improvement in data quality efficiency and reliable insights

50%
drop in advanced simulation analysis requests to the data science team

The Fosfor Product Suite is the only end-to-end suite for optimizing all aspects of the data-to-decisions lifecycle. Fosfor helps you make better decisions, ensuring you have the right data in more hands in the fastest time possible. The Fosfor Product Suite is made up of Spectra, a comprehensive DataOps platform; Refract, a data science and MLOps platform; and Lumin, a decision intelligence platform. Taken together, the Fosfor suite helps businesses discover the hidden value in their data. The Fosfor Data Products Unit is part of LTIMindtree, a global technology consulting and digital solutions company with hundreds of clients and operations in more than 30 countries. For more information, visit www.Fosfor.com

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