lumin

Solution Brief

Pharma's New Growth Engine

In Partnership With

snowflake®

Illuminate Your Pharma Data Cloud Journey With Limitless Insight

The cloud is no longer a future aspiration but an urgent mandate for pharma and life sciences organizations in the post-pandemic world. The virtue of the cloud is not just about running a more efficient business, lowering costs, and on-demand computing. It is also about the need for agile digital intelligence that supports accelerated cycles of new treatments and services, and unlocks hidden value using advanced analytics interventions.

Fosfor's augmented analytics product, Lumin, and the Snowflake Data Cloud help break free from the limitations of conventional BI software solutions. Together, they help generate unprecedented value from massive volumes of disparate health data and convert it into richer insights for payers, providers, and operational stakeholders.

lumin + ❄ snowflake®

A Prescription for Success

Snowflake's multi-cluster shared data architecture consolidates data warehouses, data marts, and data lakes into a single source of truth. This single source of truth, combined with the powerful diagnostic, predictive, and prescriptive analytics interventions on Lumin, helps democratize decision intelligence and increases operational efficiencies within key clinical, business, and administrative functions.

Federated querying; Improved decision making

Lumin's native connection to Snowflake and federated querying capability accelerates data analysis on massive data sets. Pre-configured custom pharma use cases make actionable insights available to relevant stakeholders at the point of decision making.

Single platform; Rapid access to insights

By centralizing all sensitive data in a single, secure location, Snowflake provides a single source of truth for Lumin users. It swiftly brings complex data sources together without having to run SQL queries.

Unlimited performance and scale

Snowflakes' high performance, streaming data support, and low-cost storage combined with Lumin's powerful AI and machine learning capabilities, allow organizations to scale volumes of data and several user queries for actionable insights, without performance degradation.

Secure governance, data privacy, and compliance

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Lumin on the Snowflake Data Cloud

Lumin's ready-to-launch pharma solutions coupled with the Snowflake Data cloud on commercial analytics and clinical trial planning , empowers R&D, sales and marketing teams with real-time actionable insights that can significantly lower the TCO, improve ROI, and enable enterprises to realize value faster.

The Pharma Brandbook

Traditional pharma solutions for commercial analytics, fail to provide a seamless data to decisions journey owing to facts like legacy infrastructure, disparate reporting systems, and the inability to manage large datasets. The Pharma Brandbook powered by Lumin's augmented analytics and Snowflake's cloud infrastructure is a leading solution for all commercial analytics needs in pharma. It accelerates the decision-making journey multi-fold and keeps data integrity intact through a data process chain.

Lumin's autonomous intelligence makes it possible to extract, analyze, understand and share insights across brand and prescriber dynamics, managed markets, patient, payer, and all business personas, in just a matter of seconds.

Datasets		Amplified Outcomes
• IQVIA (NSP/NPA, Xponent Plantrak) • IQVIA (HCOS, LAAD) • SHS (Subnational, APLD) • Fingertip Formulary • Veeva One Customer • IVA Clickstream, CRM, Email interactions	lumin + snowflake®	• Brand Dynamics • Prescriber Dynamics • Patient insights • Health system insights • Personal and non-personal promotions

EXAMPLE DATA SOURCES		EXAMPLE BI/ANALYTICS
OLTP DATABASES	snowflake	PATIENT SERVICES
CUNICAL/ENTERPRISE APPLICATIONS		FINANCE/BILLING REIMBURSEMENT
PARTNERS		PHARMACY/SUPPLY CHAIN LOGISTICS
DNA SEQUENCING DATA		CUSTOMER APPLICATIONS
WEB/MACHINE IoT DATA		DATA SCIENCE

Lumin's Pharma Brandbook enables personas across the pharma commercial value chain to

Have complete visibility of brand and market performances and future forecasts.

Diagnose performance trends by triangulating, sales, prescriber dynamics, patient insights, health system insights, and market access information.

Take action through personal/non-personal promotions and assess their effectiveness.

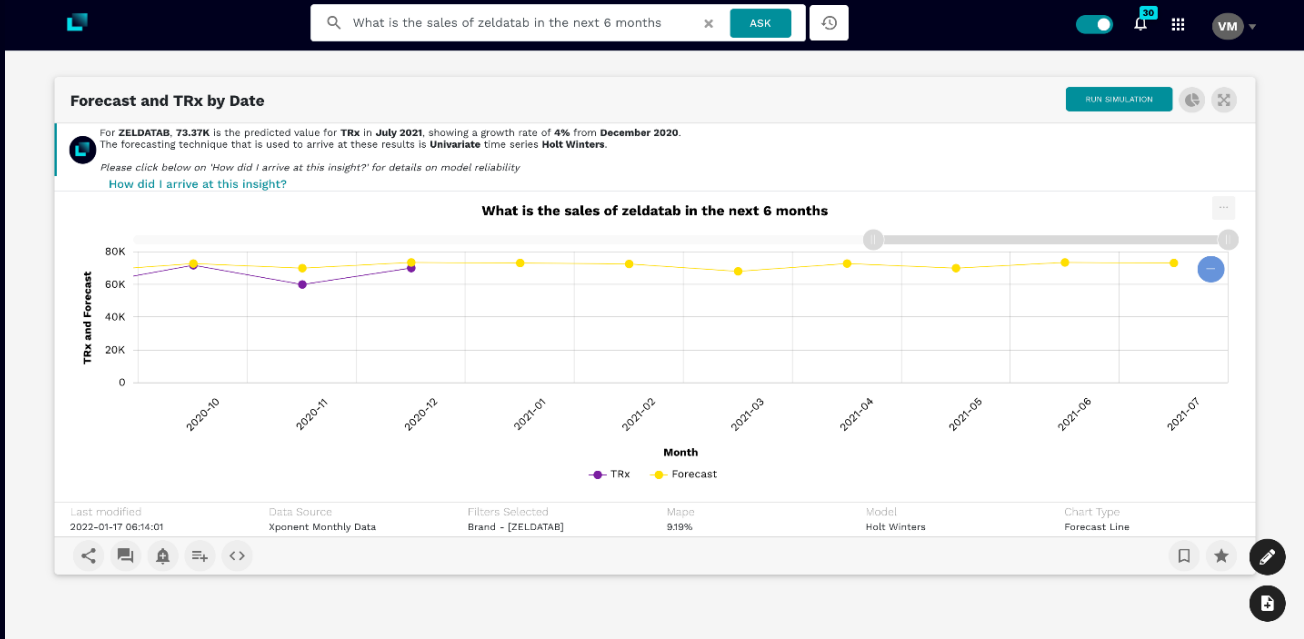# Clinical Trial Planning and R&D Portfolio Management

R&D program managers planning clinical trials are often set back by how manually intensive the exercise can be. The lack of standardized benchmarking practices creates disparate analysis and erroneous methods that make it impossible to gauge the time or cost of setting up a clinical trial.

Lumin's clinical trial and R&D portfolio management solution on Snowflake's cloud infrastructure strikes off the lag time between data requests and insights availability by eliminating manual work and removing data management complexity.

Datasets		Amplified Outcomes
• Internal clinical trial data • Industry benchmark data (KMR) • Competitor trials (ClinicalTrials.gov)	**lumin** + **snowflake®**	• Benchmark cycle times • Budget, cost, no. of sites and countries • Individual clinical trial KPIs

By providing an intuitive visual synopsis of critical clinical trial KPIs as well as real-time simulations on budgets, cost and timelines for effective clinical trial planning, Lumin empowers R&D managers to

- Standardize and integrate internal clinical trials, Industry Benchmark (KMR), and competitor trials (clinicaltrials.gov).

- Optimize clinical trial project planning by measuring and benchmarking against data from internal historical trials, competition trial information, and industry metrics.

- Predict clinical trial cycle times, budget cost, site, and countries required through benchmarking and forecasting.

- Assess individual trials against benchmarks to spot risks in meeting allocated budgets and cycle times.

Want to know how Lumin and Snowflake can support healthcare and life sciences organizations?

Know More

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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