



## Customer Data Management in the Life Sciences Sector.



### Pharmaceutical Sector: Challenges

Pharmaceutical companies face increasingly new and stricter regulations, and as a result must have insights in their complete supply chain.

These insights can be provided by the Customer Data Management (CDM) solution, provided by Anchor. Using the CDM solution a pharmaceutical company is able to collate data on individual suppliers. All basic data, like company name, addresses, subsidiaries, phone numbers, contact persons etc. are stored and maintained in a centralized system. Internal systems can interface with CDM easily. More importantly, any change to the details of a supplier is replicated to all systems.

Each change to the data is logged, and a full track and trace feature is provided to comply with any audit.

The CDM solution can also be used to collate the data of individual patients and persons who volunteer for clinical trials to test new medicines. Tests and trials need to be documented thoroughly and each test person needs to be tracked during and after the tests. Anchor's solution provides a solution which can be implemented quickly, without impacting current systems in place. Each detail like name, address, phone number is validated before it is stored in the CDM system. Instead of multiple sources with data of unknown quality, there is one single version of the truth. Whenever data needs to be updated, for instance the test person has moved to a different address, this is entered effortlessly. Again the updated data is validated automatically and stored with a full audit trail of who has done the update.

The CDM system can provide all the data to the Data Warehouse for further analysis. As all data is fully trustworthy, no time is wasted in cleansing and integrating data. Analysts can directly start right away.

### Smart Customer MDM

The Customer Data Hub from Anchor extracts and consolidates customer master data from a wide range of heterogeneous data sources. Before integrating the information from these various sources into the Customer Data Hub, Anchor's data quality tools will have already ensured that all the data is clean, structured and up-to-date. This means that the data quality mechanism is active immediately during initial data collection, and that the consistency of customer data from every source of data is guaranteed. External data (such as from purchases or from data suppliers) can be imported cleanly, simply and quickly.

Thanks to identity resolution, you avoid redundancies within your data storage arrangement and can determine the unique identity of your customer throughout all processes and systems. This qualitative optimized data can be consolidated to a Golden Record. Individual sets of rules enable leading datasets to be automatically processed and supplemented. Synchronization of the golden record with the source systems is also possible.

The MDM solution from Anchor means that exhaustive programming, plus the time needed for adaptation, as well as the time-consuming software maintenance usually required, are all now outdated. Anchor's Customer Data Hub requires neither a complex integration project, nor any change of currently existing data models. Based upon the principles of lean integration, this approach enables fast presentation of the first, pertinent results and gradual incorporation of further customer data domains into your MDM solution. This reduces costs, while at the same time keeping the project itself lean and the project risk calculable. The rapid implementation of the MDM solution with its high scalability, plus our targeted behavior with the data, enables tangible additional value to be evident after just three months.