

## **Business Intelligence for Enhanced Performance**

### **The Client**

A global leader in the pharmaceutical industry has established an enviable reputation for itself through its dedication to treating and preventing disease. The global giant has remained at the vanguard of pharmaceutical research and development.

### **The Challenge**

The Oracle Data Access Provider had some inherent flaws that caused problems when it came to integrating Microsoft COM+.

- According to the solution design, the multiple business facades had to 'talk' to each other and this implied that a standardized format had to be used.
- The client mandated integration of Microsoft products with Oracle and this integration presented its own integration problems

### **The Solution**

Tasmea's DW/BI team's solution consisted of modules like Market Share, Share of Voice, Sales and Profit Loss to track the performance at various levels of business. Since the amount of data crunching was huge, we adopted a multi-layered architecture, which guarantees that the system will be functional and not get obsolete for a long time.

The system consisted of three layers. The Web Layer handled the display of information, the Business Logic Layer, the workhorse of the application, provided business functions and the Database Access Layer handled all tasks related to storage and retrieval of data. Modifications could be made to any layer independent of the other. The solution resulted in:

- Enhanced control leading to reduced turnaround time and improved customer service.
- Improved sales force management by more proactive progress tracking as compared to the inefficient reactive end of the period review.
- Improved forecast accuracy.
- Cross-profit-center corporate view of the business based on unified business semantics.