

TREXIN CASE STUDY

ESTABLISHING ANALYTIC PROCESSES

Trexin helped a leading Life Sciences company expand and mature its data and analytics capability.

BUSINESS DRIVER

Our Client, a product management team of a multinational medical device manufacturer, had recently completed the development of a new analytics environment featuring Tableau for data discovery and interactive visualization with self-service business intelligence capabilities. As their focus shifted from technology development and deployment to business usage and service, our Client recognized that they still had an underdeveloped and immature analytics capability from a staffing and process perspective. To address these remaining capability gaps, the Senior Director of marketing asked Trexin to provide data analyst support to assist in the development of future-state processes, the establishment of a change-management strategy, the introduction of a data governance model, and the creation of best practice guidance and technology demonstrators.

APPROACH

Our approach to this engagement initially focused on understanding and documenting the current-state environment to provide a baseline for standardization and to develop a change management strategy to promote upcoming future-state recommendations relative to the current-state processes that the staff was already familiar with using. The scope of our work covered all aspects of current-state reporting and data usage, including weekly, quarterly, and annual reports, as well as a large backlog of ad hoc business data requests. When this inventory was complete, we then shifted our focus to the establishment of new future-state processes and procedures, leveraging the new analytics environment that was recently developed and driving a more deliberate analytics-factory approach through standardization, consistency, and consolidation.

RESULTS

By providing data analyst support, Trexin helped our Client expand and mature their business analytics capability in several important ways, including the following accomplishments:

- Created user documentation to promote consistent usage patterns and processes.
- Established a process for creating and publishing Tableau workbooks to Tableau Server for reuse and standardization.
- Provided users with an opportunity to familiarize themselves with the new technology.
- Guided users through the development of initial reports and visualization prioritized by level of actionable data, such as developing specific views for sales teams and creating operational metrics for insight into service levels for patient service teams.
- Incorporated data governance processes and roles so ongoing data and reporting changes could be reviewed and tracked.



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