Enabling Industrialized Insights Platform for leading Pharmaceutical Company
The Client

A leading pharmaceutical medical devices and consumer company

△ Challenges

- The South East Asia landscape is constantly challenged with infrastructural, political and economic turbulences over and above competition from other enterprises and local brands
- The need was to build a highly responsive, cost efficient and stable data warehouse for analytics. The focus was on managing day to operations for sales, planning, and promotions with next generation analytical capabilities

💡 Solution

- Mindtree worked with key business stakeholders to identify areas of rapid value delivery
- This was coupled with technology consulting expertise to envision various transition architectures on Cloud
- Post the initial consulting, Mindtree built a foundation framework driven by data-first strategy to maximize value
- Cloud based Big Data platform was created, to be expanded upon later, with additional data streams, thus serving as a guideline for other business units

👍 Benefits

- New insights in emerging markets realized with rapid integration and visualization
- The analytics and business teams worked together in mining spend and promotions for focused market areas
- This helped in generating business insights and recommendations for business heads

Mindtree [NSE: MINDTREE] is a global technology consulting and services company, helping enterprises marry scale with agility to achieve competitive advantage. "Born digital," in 1999 and now a Larsen & Toubro Group Company, Mindtree applies its deep domain knowledge to 350+ enterprise client engagements to break down silos, make sense of digital complexity and bring new initiatives to market faster. We enable IT to move at the speed of business, leveraging emerging technologies and the efficiencies of Continuous Delivery to spur business innovation. Operating in 18 countries and over 40 offices across the world, we’re consistently regarded as one of the best places to work, embodied every day by our winning culture made up of over 21,000 entrepreneurial, collaborative and dedicated “Mindtree Minds.”