



Biotech Discovers Data Governance Best Practices

A customer master data implementation started in lockstep with a data governance assessment - laying the foundation for future systems and processes.

Developing small molecular drugs for serious diseases consumes a start-up global biotech company. The company works with top researchers, thought leaders and healthcare professionals to develop, conduct clinical trials and launch breakthrough drugs. Gaining accurate and reliable knowledge of these customers is critical to new product launches and to enabling growth.

The company was in the early stage of deploying a master data management (MDM) solution, but had an immediate need to improve customer data quality as FDA approval was pending in advance of a new product launch. A customer master data implementation started in lockstep with a data governance assessment in order to lay the foundation for future systems and processes. One of the critical elements in building an MDM foundation is defining and putting in place data governance rules and policies to authorize who can change data and how data is changed—based on best data governance practices.

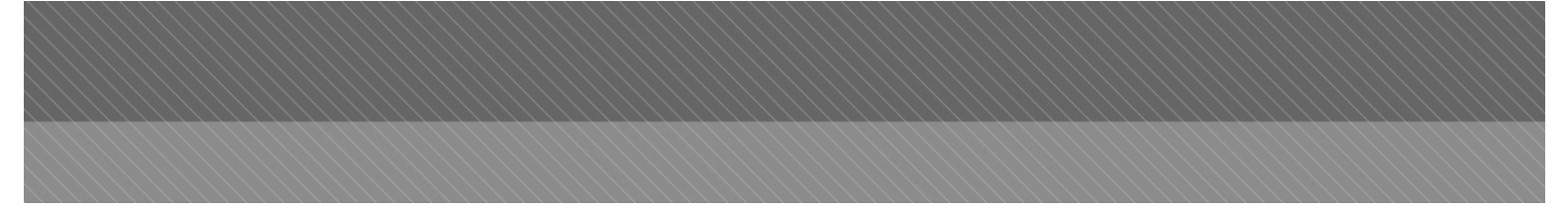
Data Governance Assessment

The company was well aware how poor client and account data management processes combined with a lack of data governance policies and procedures, could impact the business. Data cleansing and remediation processes were in place but often consuming and costly. Client data definitions differed across lines of business. Client and account data were so voluminous, dispersed and constantly changing it created a challenge for IT to implement uniform standards.

Over the course of five weeks, FSFP conducted interviews and analyzed current business processes and resources in order to thoroughly discover, analyze and recommend a realistic data governance strategy tailored to the company's needs. The discovery process identified how customer data is being used, data challenges and existing processes for maintaining data. Then current people, processes and data flows were mapped to pinpoint current and future state gaps. The assessment helped to gain a clear understanding of the company's data governance readiness and current infrastructure (people, processes and technology) to support data governance. More specifically, one of the challenges faced going through this exercise was getting everyone on the same page and to understand what data governance was and its importance. The assessment helped the company do just that.

Data Governance Strategy

FSFP recommended a data governance strategy outlining the appropriate organizational structure and roles and responsibilities necessary to improve customer data quality—based on business priorities. Moreover, the strategy defined how to launch a data governance program to ensure commitment to data governance and help streamline existing data governance practices. With a realistic strategy in place the company is now equipped to reduce manual customer data maintenance and improve the quality of the customer data lifecycle.



The company found FSFP to be very accommodating and able to uniquely tailor a data governance strategy that was also realistic to the company's specific needs. For example, the adequate number and types of resources needed for data governance was identified to fit the business today and tomorrow as the company grows.

Data Quality Supports Product Launch

The company has successfully implemented the recommended strategy as it relates to the customer master initiative based on FSFP's proven assessment process. Within a short time frame, the roles and responsibilities for data governance were clearly defined and understood– without which the company would have continued to “spin their wheels” and have ongoing miscommunication leading to inefficiencies and messy data.

With a data governance strategy in place the company is more confident in the reliability of the data and their ability to successfully launch new products. And by sponsoring the data governance assessment the company learned that their data management processes and procedures were not as bad as they had previously thought. More importantly, they learned how much effort and what resources are needed to properly manage data governance as an ongoing discipline. Now the company is able to better manage customer data and mitigate the costs and concerns over bad data.

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