

DELIVER FAST, QUALITY, SCALABLE, AND TRANSPARENT ANALYTICS

SDG Group and Snowflake Can Transform and Integrate Raw Veeva CRM Data into Enterprise-Ready Data Marts for HCLS Sales & Marketing Teams

SNOWFLAKE AND SDG GROUP FOR HCLS SALES & MARKETING TEAMS

Today's healthcare and life sciences sales and marketing teams are challenged with deriving insights from large, varied, and omnichannel datasets to support pipelines and drive activity. With an increasingly competitive market and inefficient access to HCPs, the ability to identify, measure, and interpret KPIs is critical to support expedited go-to-market approaches. This includes not only embracing traditional descriptive methods, but also exploring more prescriptive approaches to enhance sales and marketing efforts.



50% faster onboarding
of data



20% increase in user adoption
through data reliability

3 STEPS TO BETTER INSIGHTS

SDG Group's solution accelerator is based on a solid Data & Analytics architecture that performs three steps:

1. **Ingests Veeva data together with other relevant data sources** (internal sales, market information, third party data, clinical trials, omnichannel source, etc.) and **stores it in raw format**.
2. Applies relevant business rules to **clean, curate, and map the data for consumption purposes**. This stage of the accelerator can be adapted to the most relevant transformation vendors in the market (dbt, Matillion, Talend, etc).
3. Publishes **enterprise-ready data marts** for key use cases.

KEY USE CASES

This solution accelerator provides the foundation for a variety of use cases in the HCLS industry for sales and marketing teams. Some common use cases (excluding internal sales data) include:

NEXT BEST ACTION



Assisting sales and marketing teams with next-generation prescriptive analytics to drive more efficient HCP interactions and commercial growth.



HCP-CENTRIC SEGMENTATION

Driving more prescriptive target audiences for sales and marketing teams.



OMNICHANNEL + CAMPAIGN ROI OPTIMIZATION

Maximizing cost to value across omnichannel marketing efforts and merging Veeva data with other impact and engagement channels.



FIELD FORCE ACTIVITY

Enabling reps, FLM/SLMs, KAMs and Area/Country Manager to track their activity efforts and quickly understand how they're performing against the plan (either PoA or M CCP).



HOME OFFICE

Providing home office teams with both executive and tactical views on rep performance, including salesforce effectiveness, by mixing activity data with IQVIA sales and Rx data.

DELIVERING SPEED, QUALITY, SCALABILITY, AND TRANSPARENCY

This solution accelerator delivers transparent business insights that can be explained with data to the business users. It also provides the entire structure for each layer (operational, standard, and analytical), code for the transformations in the selected transformation technology, and a head start with data marts prepared for dashboarding and reporting. Equipped with these tools, sales and marketing teams can achieve a variety of benefits:

QUALITY

Rely on a solution that has been tested with success in other HCLS organizations.

SPEED

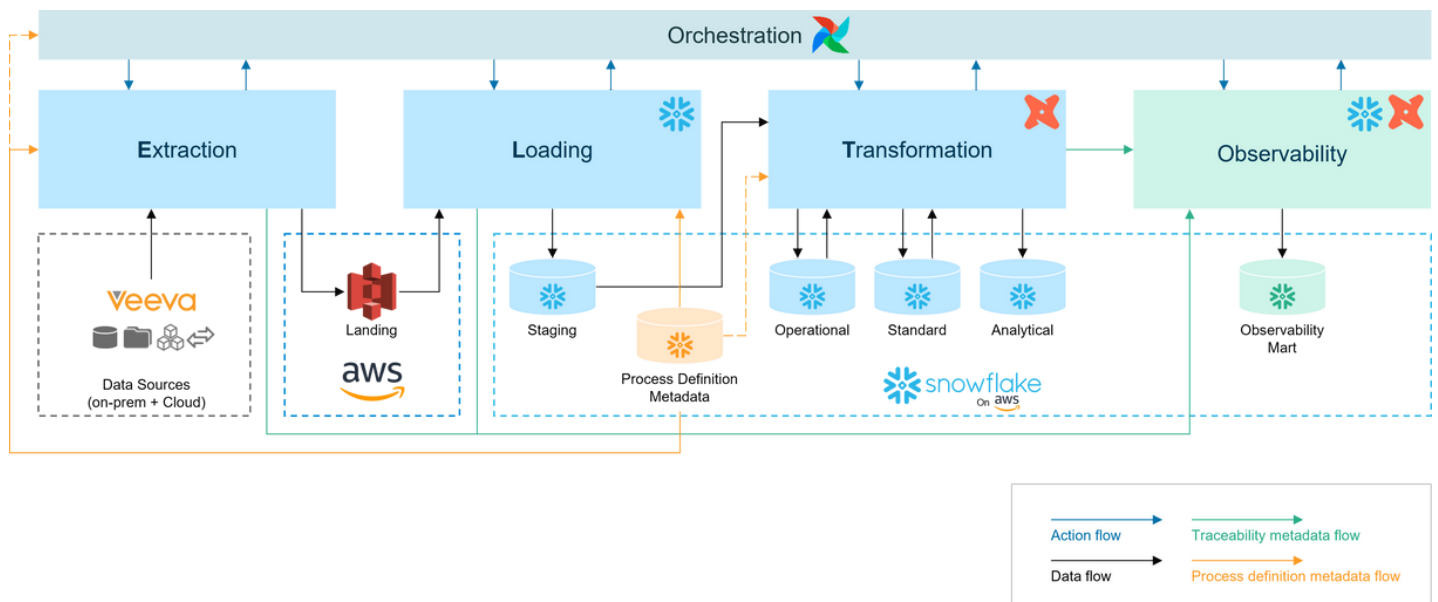
Minimize time spent on the initial analysis and the development of the ingestion and transformations.

SCALABILITY

Adapt to the Veeva customizations easily to ensure a perfect fit with your specific needs.

TRANSPARENCY

Greater transparency and traceability into the path from data to insights leads to increased business user adoption and trust in data.

FRAMEWORK EXAMPLE

Ready to get started? Contact us today.

ABOUT SDG GROUP

SDG Group is a global consulting firm specialized in Data & Analytics. We are committed to unlocking organizations' potential and hidden value by offering in-depth analytics expertise that empowers our clients' business models to become successful data-driven enterprises. Innovation is in our DNA. We constantly innovate our value proposition with cutting-edge laboratories and transformational models to provide the ultimate analytics practices and solutions. Learn more at www.sdgggroup.com.