Success Story

Empowering Pharma Excellence with Data-Powered Competitive Intelligence

Expert data management and analysis for a renowned pharma player

The client is a prominent global leader in the pharmaceutical, biotech, and consumer health industries. They are a key player in enabling their partners to optimize product development, launch, and full life-cycle supply for patients worldwide.

Challenges

As part of the company's competitive intelligence initiatives, the client aimed to keep a keen eye on its competitors' moves. A significant hindrance to the client's data capture efforts included:

Maintaining manual spreadsheets to keep a track of latest updates

Loss of valuable SME times and efforts in curation of reports and news

Lack of reporting capabilities owing to manual record-keeping

Delivered

Xoriant was approached for our well-established and trusted record as a Microsoft partner and a reputable data management and processing expert. To address the client's business problem, our team devised a comprehensive solution.

Developed
Web application using Microsoft Power Pages, with various data capture methods

Implemented
Various data capture methods such as electronic data feeds, RSS and XML, manual data entry, MS Excel

Streamlined
Competitive intelligence data and provided a centralized hub for data management

Designed
Intuitive pages for data collection that used 'master data' approach for easy news categorization

Simplified
Data management and organization, making it accessible, efficient for SME curation

Developed
Predefined Power BI reports, dashboards integrated within web app for richer reporting

Business Value

Streamlined
Competitive intelligence enabling 360-degree visibility

Optimized
Valuable SME time, reduced manual data curation, improving data quality & accuracy

Supercharged
Data analytics and insight generation with integrated Power BI reports and dashboards

Technology Stack

Microsoft Power Pages | Power Automate | Microsoft Dataverse | Power BI

Xoriant provides advanced technology solutions and software development services for global banks, software product companies and F500 market leaders. Based in the U.S. with 17 global offices and 5000+ engineering professionals, Xoriant demonstrates exceptional experience in banking and finance infrastructure modernization and cloud migration. We deliver expert digital engineering, as well as offsite and offshore services, across high tech, healthcare, pharma, industrial manufacturing, telecom, and automotive sectors. Customers credit technological innovation and delivery excellence for our shared success over three decades.