

# INFORMATICA SUSTAINING SUCCESS – DATA QUALITY

## GSK USES INFORMATICA TO MAXIMIZE ROI ON LEGACY SYSTEMS AND RESOURCES

### SOLUTION IN BRIEF – DATA QUALITY

One of the world's leading research-oriented pharmaceutical and healthcare companies, GlaxoSmithKline is the offspring of a merger between two other large international pharmaceutical firms. After the merger, its ability to operate efficiently and make accurate strategic sales decisions depended on creating a single, powerful, integrated IT infrastructure as quickly as possible that was reliable and trusted.

#### Business Need:

- Support European based field staff members to accelerate sales and marketing opportunities
- Provide staff access to precise analysis of current market trends and rates
- Lower development costs

#### Challenges:

- Extract, transform and load all non-SAP data the SAP data warehouse without errors
- Obtain all sales and marketing data from partner entities and resources
- Integrate legacy call center, ERP and CRM systems

*“Right from the start, Informatica’s PowerCenter reduced our development costs by around 30 percent. But the product really pays for itself over the longer term because PowerCenter is extremely reliable, and the ongoing application maintenance and modification to support changes that are part of everyday business life have been simplified substantially.”*

— Detlef Huß, Systems Analyst, GlaxoSmithKline Germany



#### Successful Results:

- Costly development expenses were reduced by 30%, a savings of over \$1.5M annually
- Reduction in time needed to perform routine development tasks by 75%
- Leveraging legacy systems and maximizing ROI