



**Mindtree**

A Larsen & Toubro Group Company



**Enabling  
Industrialized  
Insights Platform  
for leading  
Pharmaceutical  
Company**

## The Client

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A leading pharmaceutical medical devices and consumer company

## Challenges

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- 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

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- 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

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- 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