Paxata

Challenges

- Multiple sources of data without common schemas or simple joins
- Coping with increasing data volumes
- Lengthy data preparation delays prior to actionable insights

Solution highlights

- More than 200,000 data points turned into 900 actionable records
- Executive-level answers generated by non-technical analysts in hours, not days
- Previously separate records cleaned and consolidated Disparate data sets quickly turned into clean, complete AnswerSet

Business value achieved

- Better-informed and faster decision-making for entering new markets
- New, more effective path for gaining insights from data

Celero enables biotech client to accelerate critical decision-making with Paxata's Adaptive Data Preparation™ solution

One of the critical decisions a life-sciences company makes is determining which research projects or clinical trials to pursue. The development costs are immense, and the returns can be uncertain. In many cases, these are multi-million, if not multi-billion dollar decisions. And the quality of the decision depends, in large part, on the quality of the information that underlies it.

Celero is a company dedicated to improving the quality of decision-making for its clients in the life-sciences industry. The company's founding partners have more than 50 years of experience in the life-sciences field, and set out to solve data-management problems that inhibit fast, insight-filled decision-making. Celero offers a unique cloud-based solution that integrates data from multiple sources and presents the results in easy-to-understand formats that aid decision-making in areas such as marketing, sales, product development, and finance.

"The problem is that many companies lack a broad perspective on data," says Ravi Sajja, a co-founder of Celero. "Most people take a narrowly focused, siloed view of the data they have. That might work for individual tasks, but the company can't unlock all the value from their data when people only look at it from within a functional or team-siloed perspective." Celero helps companies unlock potential insights by applying a series of powerful tools for data extraction, manipulation and visualization.

One of Celero's clients is an early-stage biotech company that was in the process of reviewing the commercial value of assets in its portfolio. A critical component of the decision process was to understand the market size by evaluating how analogous therapies were performing and who the key customers and payers were. This was important to establishing accurate financial projections as well as developing a key account plan.

IMS Health data was purchased for the therapy areas being explored. Unfortunately, while the data was voluminous, it wasn't readily helpful. Board members at the biotech company wanted to understand the market value across health plans and other payers. While plan and payer data were part of the data set purchased from IMS, they were in separate columns and often used slightly different names representing the same

About Celero Commercial Solutions LLC

Celero is a solutions and services company serving Life Science organizations. In today's dynamic healthcare environment, enterprises of all sizes struggle to keep up with the internal and external changes that are impacting their businesses. Celero supports the sales and marketing teams within these organizations by bringing deep Life Science skills and experience, proven cloud-based technologies, and scalable services delivered through select partnerships.

About Paxata

Paxata delivers the first purpose-built Adaptive Data Preparation solution for business analysts, data scientists, developers, data curators, and IT teams, to enable the integration, cleansing, and enrichment of raw data into rich, analytic-ready data to power ad hoc, operational, predictive, and packaged analytics. Paxata partners with industry-leading big data and business intelligence solutions providers such as Cloudera, and seamlessly connects to BI tools, including Salesforce.com, Tableau, Qlik and Microsoft Excel to greatly accelerate the time to actionable business insights. For more information on pricing and availability, please visit paxata.com.

payer. Employees at the biotech company were unable to easily combine and analyze the 220,000 records they had obtained. With a lot of data but no insights, the biotech thought their only option was to assign a team of people to spend several long days manually preparing the data for analysis with the only tool with which they're familiar - Microsoft Excel.

Enter the team from Celero, armed with the Adaptive Data Preparation™ platform from Paxata, which eliminates the pain of combining, cleaning and shaping data prior to analytics.

Using Paxata, the Celero team cleaned and consolidated the plan and payer records to rank accounts by sales. In less than a day, they collapsed the 220,000 records into 900 records that were ready for actionable account planning and forecasting.

The result was a consolidated view of plan and payer data in a format that facilitated financial projections and provided insights for key account planning that board members wanted. Results from the analysis were ready for in hours, not the days that had been anticipated.

"This was a classic case of having the data but needing to see it from another perspective in order to drive insight for decision-making," Sajja notes. "With Paxata, we were able to solve all three barriers that were preventing the board from being able to take action on the data: the volume of data in hand, the time needed to prepare the data for analysis, and the missing linkages between data."

Paxata delivered the key benefits of sustainability and scale, tackling a huge amount of data without requiring a lot of time and people. In addition, it afforded the opportunity to see what other insights the data held that hadn't been anticipated.

Having met the board's requirement for a one-time decision, the company and Celero are working on the next step: creating a repeatable process for quickly and easily preparing large amounts of market data for analysis, leveraging the Paxata platform.

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