BUSINESS SECTOR: PHARMACEUTICAL

Case Study:

Accelerating Insight with an Enterprise-Owned Data Foundation

Reducing Complexity to Enable Confident, Faster Decisions

A global leader in nuclear medicine needed to modernize its analytics environment and move away from a vendor-controlled black-box reporting platform. The undocumented legacy system forced teams to manually extract, compile, and verify data for nearly 100 distributor reports each month, creating a significant manual burden and delaying insights for field teams.

With limited visibility into the platform's structure and logic, the team reverse-engineered processes under a four-month deadline. Their goal was to deliver a scalable platform that supports current products and commercial growth while positioning the business for seamless integration with finance, advanced analytics, and future portfolio expansion.

The organization chose to replace its vendor-dependent system with an enterprise-owned data foundation designed to automate reporting processes, deliver trusted insights, and support long-term growth.

> **By replacing a vendor black-box with an enterprise-owned analytics platform, the organization achieved 60% faster insights, 70% less manual reporting, and 40% lower analytics costs.**

Solution Snapshot

Conexus Solutions, Inc. delivered a modern commercial analytics environment on Microsoft Fabric, enabling the client to move from a vendor-controlled black-box data platform and establish an enterprise-owned data foundation. The new platform unifies reporting and automated data flows, transforming how teams access and trust insights.

Strategic Outcomes:

- **40% lower analytics costs** through platform unification on Microsoft Fabric
- **60% faster time to insight** with real-time dashboards
- **70% reduction in manual reporting** through end-to-end automation
- **99.9% data-quality accuracy** enabled by strong governance and validation

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Unified Fabric Architecture for Automated, High-Quality Analytics

The organization adopted a modern analytics architecture on Microsoft Fabric and Power BI, replacing its vendor-managed system with a transparent, scalable, enterprise-owned environment.

> **Instead of moving to another closed platform, the team built a unified solution that integrates data engineering, ingestion, warehousing, and analytics.**

A strategic roadmap defined success criteria, architectural design, and the minimum viable deployment path, while bi-weekly sprint cycles maintained stakeholder alignment and accelerated decisions under an aggressive timeline, navigating undocumented legacy logic.

By sourcing data directly from upstream systems, the platform created a traceable end-to-end flow that eliminated reliance on proprietary vendor logic and automated the generation of 13 monthly report formats for nearly 100 distributors. Power BI dashboards preserved familiar Excel views while adding trend analysis, KPI scorecards, drill-down capabilities, real-time updates, and interactive visual insights, with downloadable datasets and automated refresh schedules that removed time-consuming manual reporting and ensured consistent, reliable insights.

Governance and data-quality controls were embedded across the platform, from initial validation checks to automated monitoring, independent QA, and structured UAT cycles, ensuring 99.9% accuracy and increasing confidence in results. To drive adoption, the team implemented a train-the-trainer model, equipping key users with documentation and guidance, which the Commercial Operations team then extended across the field.

This transformation enabled Conexus to deliver an enterprise-owned analytics foundation that replaced the legacy black-box system, streamlined operations, provided trusted insights, and created a platform that scales with organizational growth.

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Scalable Commercial Growth with Future-Ready Analytics

The new platform replaced fragmented, vendor-dependent reporting with a unified analytics architecture, giving the organization full transparency and control.

Automating previous manual processes reduced reporting effort by 70%, allowing commercial teams to focus on higher-value analysis and to improve consistency across the business.

Automated dashboards now provide regularly refreshed views of territory performance, distributor activity, and product trends. These real-time dashboards deliver 60% faster time to insight while replicating familiar Excel views, accelerating adoption and improving field visibility.

Embedded governance and quality checks ensured 99.9% data-quality accuracy, while consolidating multiple legacy tools into a single Microsoft Fabric environment reduced operational complexity and lowered analytics costs by 40%. The architecture supports new product launches, expanding field teams, finance integration, and future advanced analytics and AI capabilities.

> **By bringing analytics ownership in-house, the organization reduced costs and gained real-time visibility into key commercial metrics, distributor activity, and product trends.**

This created a scalable, trusted analytics ecosystem that drives growth, accelerates decision-making, and adapts to a dynamic commercial environment.

↓70%
Reduction in reporting effort
by automating previous manual processes

↑60%
Faster times to insight
by automating to real-time dashboards

↓40%
Lower data analytics costs
by reducing operational complexity

The enterprise-owned platform provides full transparency and control, enabling scalable growth and data-driven decision-making across commercial operations.

The team behind your team

Conexus Solutions, Inc. is a life sciences technology and managed services partner helping commercial and R&D organizations simplify complexity, reduce risk, and operate more efficiently. With deep industry expertise and flexible, scalable delivery across Veeva, Salesforce, AI, analytics, and operational support, Conexus enables life sciences companies to accelerate growth, strengthen engagement, and focus on innovation and patient outcomes. Learn more at cnxsi.com

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