

Big Data, Big Challenges?

How a Targeted Data Strategy and Fit-for-purpose Data Services Enable Pharma R&D

Be it the optimization of clinical operations, applying AI for analytics, or the development of personalized therapies: Pharma companies need to operate on large and complex data sets.

A well-defined set of data services is the mechanism to turn data into value, and data strategy into impact – accelerating insights generation while ensuring security and compliance.

Data Challenges in Pharma are Numerous...



Volume and complexity of data from diverse sources. Many companies continue to rely on outdated data architecture and legacy systems that no longer fit a modern pharma value chain.



Quality & integrity particularly for unstructured data, e.g., real-world evidence. Scientists spend 80% of their time collecting, refining, and mining data that could instead be spent on insight generation.



Security & compliance managing sensitive data under GxP regulations across the entire value chain. Secure, validated and audit-ready data management is complex to both set up and maintain.

...Data Services Help to Overcome Them and Create Impact



Strategy



Organization



Technology



Talent

Data Services

- Data Standards
- Data Ingestion
- Master Data Mgmt.
- Access Mgmt.
- Analytics Platforms
- Data Governance
- Data Platform
- License & Subscription Mgmt.
- Data Roles

Impact

- Streamlined workflows reduce time & cost for data mgmt.
- High volumes of clean data turn into analytical insights
- Accessible data accelerates research & decision-making
- Standardized data increases accuracy and interoperability
- Data privacy, control, and compliance is strengthened



Establishing data services allows Pharma companies to capitalize on their technology landscape, empower functional teams to work smarter and generate insights from data.

This enables cutting-edge innovations, such as advanced de novo drug design, multi-omics data approaches, or predictive trial site analytics.



Ready to overcome data challenges and unlock data value?

Let's discuss how we can help you drive efficiency and innovation.

Contact us directly on LinkedIn or via email.



Herbert Hensle
Managing Partner
herbert.hensle@vertwo-advisory.com



Markus Heckenmüller
Principal
markus.heckenmueller@vertwo-advisory.com



Oleg Lyashko
Consultant
oleg.lyashko@vertwo-advisory.com