

Unifying 30+ Medical and R&D Reports on a Single Snowflake Data Mart



CLIENT

Global pharmaceutical company specializing in women's health, operating across the whole world.

THE CHALLENGE

The client managed Medical Affairs, Quality, and Regulatory data across multiple Veeva applications and internal systems, with no central analytical layer and no reporting beyond manual Excel exports.

- Fragmentation of data across regional Veeva CRM instances, Veeva Vault, and regulatory and quality systems
- Reliance on predefined CRM filters, local exports, and manual Excel analyses for all Medical Affairs reporting
- Absence of a shared model for HCPs, MSLs, products, countries, clusters, and therapeutic areas
- No consistent, timely view of MSL activities, medical insights, trainings, certifications, and claims across regions

SOLUTION

UD4D designed and implemented an R&D data mart on Snowflake as a single analytical layer for Medical and R&D use cases.

- Integration of regional Veeva CRM instances as primary sources for HCP and MSL profiles and interactions
- Modeling of shared subject areas, including HCP and MSL identity, medical insights, and Quality and Compliance
- Ingestion through external stages and external tables, or via automated Informatica IICS workflows, into an integrated data layer
- Transformation through Snowflake Dynamic Tables providing the most optimized way of data movement, orchestrated by Snowflake Tasks
- Published layer inside the governed data mart, feeding around 30 Power BI reports directly connected to live data

BUSINESS IMPACT

30+ **standardized reports:** Fragmented Veeva exports and ad-hoc Excel were replaced by around 30 Power BI reports on one consistent metric and dimension model.

50 **user groups on one platform:** Approximately 50 user groups across Medical, Quality, and Regulatory now work from the same R&D data mart.

2 to 3 **hours saved per user per week:** Each user reclaims an estimated 2 to 3 hours previously spent downloading, cleaning, and reshaping Veeva data in Excel.

1 **single source of truth:** Data from multiple Veeva applications and internal systems was consolidated into one daily-refreshed R&D data mart on Snowflake.

TECHNOLOGY STACK

Snowflake (external stages, external tables, Immutable Dynamic Tables, Tasks, Streams) | Veeva CRM | Veeva Mirror | Veeva Vault | Informatica IICS | Power BI | Regulatory workload planning | Quality and training systems