# Prolifics

# BUSINESS INTELLIGENCE SOLUTION BECOMES THE LIFEBLOOD OF A HEALTH ORGANIZATION

ANALYTICS

## INTEGRATION

Solution combines data and BI services to integrate finance, inventory, and customer information

## AUTOMATION

Reducing manual reporting increases timeliness and report quality

## EFFICIENCY

Enables better supply chain management, helping the Company save more lives

## Business Intelligence Supports a Business Model Shift

The Company manages a country's supply of blood and blood products. It strives to provide blood to those in need in a safe, cost-effective, and accessible way.

Although the Company had already adopted IBM software, it lacked the in-house expertise needed to technologically transition from a line-of-business to a customer-centric business model. The ultimate goal of this transition was to create a central management dashboard that reported enterprise metrics to better serve customers by getting them the life-saving blood and blood products they need when they need it most. As with all organizations in the healthcare industry, the Company also needed insight into its ability to meet regulatory compliance requirements.

To solve this shortfall in expertise, the Company began searching for a partner to design, build, and implement a dashboard, scorecard, and reporting solution to support its updated business model. At the completion of the 10-month project, the Company needed a business intelligence (BI) solution that addressed the key challenges it was experiencing.

▶ **Accessibility.** A large amount of information was available through its current solution, but in some cases, it was difficult to access or consume. End users had to navigate to several BI reports to find the information they needed.

▶ **Consistency.** The Company's current solution had grown and evolved over time through the addition of new data sources and additional reporting solutions to meet business unit needs. A lack of an enterprise approach and governance strategy led to the deployment of many-point solutions that created inconsistent business measures. "New Donor Recruitment," "Collections," and "Inventory" measures could be interpreted differently depending on the business unit or report in use.

▶ **Efficiency.** The lack of accessibility and consistency led to significant manual reporting. Much of the Company's executive reporting was drawn from its IBM BI solution, which was sourced from several disparate BI reports, manually verified and adjusted, and then repackaged in a dashboard and scorecard view using Microsoft PowerPoint and Excel. This manual effort was unproductive and led to two further pain points:

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*Global Technology Solutions Provider*

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facebook.com/prolificstech

P: 818-582-4952
E: solutions@prolifics.com
W: www.prolifics.com

- **Timeliness.** A number of key business measures were not available when required, primarily due to the manual processes needed to prepare the measures for consumption.
- **Quality.** The manual reporting processes, inconsistent measures, and the lack of an enterprise data quality program led to a general lack of trust in the information provided.

The goals of the Company's initiative were to provide a common, accessible point for performance and management information for the enterprise, offer timely, relevant information to support decision-making, and address the challenges the Company experienced as it moved toward a customer-centric business model.

## Prolifics' Integrated Dashboard Unlocks Greater Analytics

Prolifics, which possesses extensive experience and expertise in business intelligence, information management, and analytics, became the Company's partner of choice to implement its new dashboard and scorecard solution.

The Prolifics Integrated Dashboard solution combines the data integration and BI services that the Company needed to properly integrate its finance, inventory, and customer relationship data into the single point of access in the Performance Dashboard that was designed with IBM Cognos BI.

The solution is designed for organizations that want a centralized scorecarding interface that delivers enterprise metrics to support their business initiatives. This unique solution is a combination of data integration (ETL) and analytics services leveraging IBM technology and Prolifics' accelerators, frameworks, and expertise to deliver timely, relevant insight into the state of the operations throughout an organization.

Prolifics understands that the root of most BI project failures is poor data integration, so data integration and metadata management services were also built into the project to provide a data foundation that meets BI requirements.

Prolifics leveraged the Prolifics ETL DataStage Framework to connect over 10 data sources to a new DB2 data warehouse. During the data integration project, Prolifics worked with the Company to determine the metrics it wanted reported in its Performance Dashboard and scorecard interface. Prolifics' analytics expertise was instrumental in working with the Company to determine the appropriate data required to support its Performance Dashboard vision.

Prolifics then worked with the Company to design the Performance Dashboard's graphical interface and the underlying BI reports to give executives timely and relevant insight into how the Company is serving its customers and meeting its regulatory requirements. We quickly developed and delivered a prototype of the Performance Dashboard by leveraging the Prolifics BI Dashboard accelerator, which is a unique combination of pre-configured assets, best practices, and proven methodologies.

Our experts then designed the BI Cognos reports that populated the Performance Dashboard's graphical interface to give the Company timely and relevant insight into it serves its customers.

## Supply Chain, Decision-Making, and Execution Excellence

The Cognos information portal enables improved decision-making and speed of execution. Information is provided from a centralized location, removing the need to navigate through disparate reports to monitor and measure performance. Automation reduces manual reporting, improving timeliness and quality.

Because this is a new initiative to support the restructuring of the Company's business model, it is establishing new baseline metrics based on the implementation of the Prolifics Integrated Dashboard solution. However, the solution has already been very successful, as the Company can now accomplished tasks that once took weeks in a matter of hours.

The Company defined a number of key measures to determine project success, the most important of which is Management Utilization. This metric takes into account all of the key issues that initially sparked the project—accessibility, consistency, and efficiency. While the Company is just beginning to collect the relevant metrics, it is confident that improved access to its data layer combined with the business intelligence capabilities of the Performance Dashboard solution has created more efficient supply chain management. The Company can get critical blood and associated products to recipients faster and more effectively, helping save more lives.

*"After a thorough RFP process, the Company selected Prolifics as our partner to develop our new "Performance Dashboard" using IBM technology. The Prolifics team listened to our requirements and built a robust data warehouse and business intelligence solution that met our key goals of improved accessibility, timeliness, trustworthiness and utilization. The IBM/Prolifics solution met our functional, performance and maintainability goals."*

*—Manager of Enterprise Data Management and Business Intelligence Solutions*

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P: 818-582-4952
E: solutions@prolifics.com
W: www.prolifics.com

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