- ERP
- BI & EPM
- Middleware
- CRM / CX
- Managed Services
- Infrastructure
- **MDM/EDQ**

Gilead Sciences Improves Processes with Centralized Customer Data

Gilead Sciences, Foster City, CA

Gilead Sciences is a global biopharmaceutical company that discovers, develops, and commercialized therapeutics.

- Approximately 7900 employees
- Founded in 1988
- Named as one of America's Top Companies to work for by *Forbes* in 2009
- Awarded as one of *Fortune*'s 2009 Fastest Growing Companies

Oracle Technologies

- Oracle UCM 8.2
- Siebel EIM
- Siebel Integration Workflows
- Oracle 11g Database
- Informatica Identity Resolution (IIR) 2.8
- Address Doctor 5

Services Provided

- Initial campaign development, reporting, tracking, and user training
- Long-term roadmap for the company's Master Data Management platform
- Data standardization and de-duplication

Business Needs

New regulations and an increasingly competitive business environment drove Gilead Sciences to seek a solution that would allow it to develop and maintain a more unified and trusted view of its physician data. Gilead faced the following inconsistencies:

- Multiple systems across the enterprise maintained various versions of physician data
- Non-standard data format across the system
- Erroneous and redundant address data due to manual capture processes without validation
- Spend data distributed across several transactional systems, resulting in extremely challenging compliance checks
- Data inconsistencies that resulted in inaccurate or incomplete reporting, resulting in a lack of value and trust
- Non-enterprise, localized data standards
- Duplicate information, resulting in poor customer relationships
- Inaccurate reporting

Services & Benefits

After a thorough evaluation, Gilead engaged Serene Corporation to implement an Oracle MDM solution. As a result, the master data is now unified, standardized, cleansed, and enhanced.

Gilead realized the following benefits by engaging Serene for this critical transformation:

- Increased efficiency in the on-boarding of additional sources of physician data
- 360-degree view of physician data
- Decrease in sample drop errors
- Streamlined customer relationship management
- Accurate expense tracking
- Compliance with Sunshine Act requirements, which enable penalty cost avoidance
- 50% reduction in data processing times
- 85% reduction in data upload times