Top 10 Analytics Solution Providers-2017

The pharma and life sciences industry is undergoing a gradual shift from traditional paper-driven to modern technology-driven processes such as EHRs (Electronic Health Records), Manufacturing Execution Systems (MES), Data Management Systems and more. However, this transformation has also staged a scenario where pharmaceutical companies continue to grapple with digital data deluge and are exploring newer options that will help them gain insights out of this data.

Pharma analytics emerges as a productive as well as profitable option here with its numerous capabilities––from basic reporting and creation of internal dashboards to advanced predictive and prescriptive analytics. It also supports the entire decision-making process for organizations––from drug discovery and clinical trials, to meeting regulatory demands. Organizations can effectively implement pharma analytics to gain a competitive edge in a challenging market.

In this edition of Pharma Tech Insights, we bring to you "Top 10 Analytics Solution Providers 2017", featuring the best vendors providing solutions and services in the pharmaceutical and life sciences industry. The companies featured here showcase extensive business knowledge combined with innovative strategies and talent base across locations.

A distinguished panel comprising of CEOs, CIOs, VCs and analysts including the Cloud Tech Insights' editorial board selected the top companies that are at the forefront of tackling challenges in the pharmaceutical and life sciences market in the U.S.

TWIG INTERNATIONAL

recognized by pharma *magazine as*

TOP 10
Analytics
Solution Providers-2017

An annual listing of 10 companies that are at the forefront of providing analytics solutions for pharmaceutical industry and impacting the marketplace

Company:
Twig International

Key Person:
Greg Workman
CEO

Description:
Empowers pharmaceutical and life sciences companies with strategic analytical capabilities

Website:
twiginternational.com

Twig International
Strategizing Pharma Data Analytics

The pharmaceutical sector has been challenged by data proliferation followed by ineffective approaches to managing the data. This has prevented pharma companies from deploying analytics to gain insights into their own data, including not having visibility into the whole product life cycle. Attempts by pharma companies to manage their data, by addressing the requirements of individual projects or investing in enterprise data warehouses and analytical centers, have yielded little results. Twig International, a management consultancy firm headquartered in Metropark, NJ, seeks to address these challenges. "We have devised methods and practices that transform and empower clients with strategic and analytical capabilities to be adapted into their culture of operations," says Greg Workman, CEO, Twig International.

Twig International focuses on pharmaceutical product life cycle analysis, starting with research and development, to sourcing of raw materials, manufacturing, testing, launch, distribution, customer service, and commercial performance. This scope requires collecting large volumes and types of data. To this end, the company deploys its 'secret sauce' of big data practices and technology. Big data analysis includes descriptive, predictive, and machine learning capabilities. Workman highlights 3 crucial factors that are essential to lower the threshold for success and unleash the creative use of analytics across the whole organization: "Our data governance practices and technologies are unique in that they automatically provide for knowledge management, data virtualization, and data stewardship and access control. He further adds that Twig International continually strives to innovate and better its own solutions.
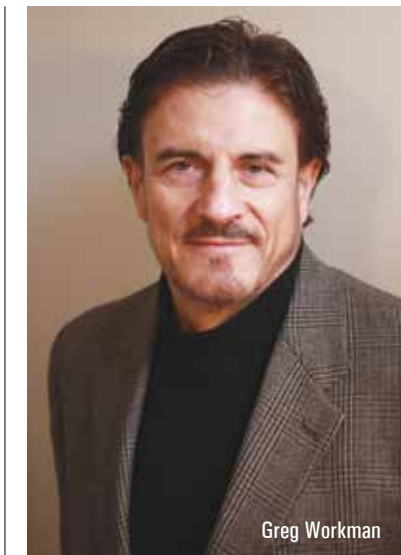
Apart from analytics, the company has carved a niche for itself in transforming different types of data between the incompatible realms of object oriented (Java and .NET), data interchange (XML, Jason, and HTML), and relational querying languages (SQL). "We've developed some of the best practices to transform and integrate data from each of the incompatible paradigms," mentions Workman.

> **We've developed some of the best practices to transform whole organizations into being data -driven**

Another key innovation of Twig International's practice is the ability to deliver new strategic data and analytics capabilities upon the completion of each business-driven project. Every new project is able to leverage the previous capabilities and deliver its solution faster and cheaper. "It's a very efficient process that lowers the success bar for every new project, as it allows us to focus more on the business problem instead of project management, architecture, development, support, and technology," explains Workman.

Twig International's clientele for data analytics range from life sciences and pharmaceuticals, to medical devices, healthcare consumer products, healthcare communications, e-health, health benefits, and health insurance. Workman mentions how a large

Greg Workman

pharmaceutical enterprise that embraced Twig International's solutions has been able to optimize its complex supply chain. "They can even track a product's life cycle beginning with a customer complaint and trace back through all phases of the product lifecycle," says Workman. "Clients have also been able to forecast the demand better and fine tune their supply chains accordingly," states Workman

While customers acknowledge the company's expertise in providing simple and clear solutions for data analytics, Twig International continually seeks to deploy new technologies and applications in its roadmap. "The word Twig is an acronym where T is Technology, W–Work (process), I–Information, G–Governance (People)," says Workman, emphasizing Governance over others. He however acknowledges the role of talented individuals and effective business practices above all else. "Execution of those practices is the hard part and that's where we excel," concludes Workman. Ph