



CASE STUDY

Custom Content Management and Portal Applications

Centralized data stores and a personalized user interface increase efficiency across the enterprise.

The Client

Pfizer discovers and manufactures leading prescription medicines for many of the world's best-known consumer brands. Their innovative, value-added products improve the quality of life of people around the world—helping them enjoy longer, healthier, and more productive lives. The company has three business segments: health care, animal health and consumer health care. Pfizer's products are available in more than 150 countries.

The Business Challenge

As part of a global pharmaceutical company, Pfizer's Contracts Information Group (CIG) maintains vast stores of data regarding its government, commercial and consumer products. Data is needed at a moment's notice, but access to up-to-date information was oftentimes difficult. Inefficient processes combined with disparate document stores meant reports were not delivered in a timely manner. The subsequent impact on client communications was enormous.

Better document management was needed to more effectively disseminate information to the audiences of CIG and the Government Contracts group. And the selected technology would have to offer architectural scalability for the future.

The goal for DefinedLogic – design and develop a single platform wherein data is managed from a centralized store. The system should offer Pfizer's user audience a secure, online single point-of-access to CIG data, as well as critical information pertaining to the data.

DefinedLogic's Solution

Working closely with the Pfizer business and technology team, DefinedLogic created a custom content management portal to facilitate access to their data resources. The portal allows system administrators to grant permissions to user groups, categorize documents and data, and provides robust search functions.

Users are able to securely tag and categorize documents, storing them in a consolidated file system. This provides Pfizer with a safe haven for all documents and users with the ability to locate documents quickly and much more efficiently than ever before. In addition, Pfizer is able to integrate Pharmacia content with their common platform and access point.

The redesigned user interface allows Pfizer to appeal to a wider audience while providing a more compelling and easy-to-use experience. No longer dependent on a staff of database administrators to search and find appropriate documents, the Pfizer CIG team can now directly supply their audience with updated, precise information.

The portal also provides users with the Roadmap—descriptions of data marts within the document/content hierarchy. Similar to a website sitemap, the Roadmap provides users with points each step along the way describing the data contained within. The roadmap serves as a pathway for users to follow if they are unsure how to find the Information they're seeking. Branch options are available at each level of categorization, presenting the user with options to navigate within the data.

In addition, feedback reporting and online recommendations for the CIG organization have been integrated thereby enhancing client communications. The Pfizer user groups can now make suggestions for improving the system in future iterations.



Project Background

The custom-built Java application centralizes documents for the entire CIG organization. Previously, documents were saved within a networked fileshare of individual CIG members' folders. Each person could therefore categorize the documents in his folder based on his own hierarchy and format. While this made individual searching straightforward, it hampered teams from accessing documents across the enterprise.

The new application standardizes the format, categories and hierarchy thereby reducing confusion, incorporating all resources into one data store, and providing robust search functionality.

CIG users can access best practice policies and project management processes through the portal, as well. It serves as an integration point for multiple back office applications currently used by the Pfizer CIG staff, such as *Business Objects* and *InfoView* for reporting, *Cost of Therapy* for comparative pricing information, and trending analysis.

With a message broadcasting mechanism, site administrators are now able to target news to user groups based on profile and relevancy. These alerts appear prominently on the home page of the portal upon user login. In future phases of the Pfizer portal system, application-integrated alerts will be launched allowing automated messages to be triggered from system updates and newly added documents.

Site administrators can also upload links to external websites relevant to the Contracts department.

Centralized Data Storage

By combining all data resources within a centralized and monitored content management system, Pfizer has given each member of CIG quick and easy access to requested information. The portal interface provides targeted messages and relevant content based on each user's group affiliation, thereby reducing clutter and bringing about greater efficiency with which to perform their jobs. Version controls assure that the most up-to-date information is available and easily found.

Now able to promptly turnaround requests for information to their sales teams, CIG—and Pfizer—are positioned for greater success.

About DefinedLogic

DefinedLogic, LLC, is a professional services consultancy that delivers practical technology solutions based on each client's unique business requirements. The company's continued success is attributed to a consistent methodology and an experienced team of business and technology professionals who understand the need for efficient, comprehensive solutions to today's business issues.

For more information, contact:

William Meyers
732.222.4310 x 230
732.778.8335 cell
wmeyers@definedlogic.com

804 Broadway
West Long Branch, NJ 07764
www.definedlogic.com

