BUSINESS CHALLENGE
Pharmaceutical companies are adjusting to a shift in the business model of research & development (R&D). Cost pressures brought on by mergers and acquisitions are forcing R&D departments to become more agile and cost effective. However, the legacy model of conducting research and structuring research IT has left them unable to combine decades of clinical data with current molecular and genomic data.

The rigidity of these environments prevents the organization from getting a centralized view of research data. This constant struggle combined with the inability to move large data files (>1 TB) between researchers hinders productivity. In addition, these inflexible environments are significantly more costly than cloud-based, high-performance computing environments. The inability to share, mine, and manage research data in a secure and agile manner increases discovery time and slows down breakthroughs.

SERVICE DESCRIPTION
EMC® Consulting believes you can reduce time and cost of new drug submissions by analyzing translational medicine Big Data. By efficiently structuring your pharmaceutical research environments, you can research new treatment protocols using private and public biomarker data to direct research investment.

The key to structuring an efficient research environment is having an understanding of the correct roadmap and supporting technologies needed. EMC Consulting Big Data Advisory Services are used to determine how researchers can best derive insights from clinical data and how cloud-enabled, high-performance computing environments can be deployed to improve flexibility and agility. With the Analytics Visions Lab, EMC can provide and define research technology roadmap items.

EMC Consulting assesses your current data warehouse environment and documents the impact from Big Data by applying a broad suite of consulting expertise, services, and capabilities. Our experts in data warehousing, BI, analytics, MDM, data governance, data quality, and security enable pharmaceutical R&D departments to break down silos and maximize the value in their clinical data pools.

EMC Consulting health sciences practitioners working in concert with data scientists enable our clients to model and develop algorithms that use clouds to reduce the cost of high-performance computing and organize clinical data into reusable cohorts.

SERVICE VALUE
EMC Consulting Translational Medicine services bring together industry-leading expertise and Big Data analytics to build flexible, agile, and secure research environments that enable faster time to discovery. Our services break down organizational data silos to improve collaboration between researchers and partners. Another benefit is the ability of end users to generate hypotheses, search, and deep dive into data in an easy intuitive way which yields better insights—even across the most dauntingly large data sets. Secure access to this data enables you to stay compliant as you become more agile.
LET EMC CONSULTING HELP YOU REALIZE YOUR AMBITIONS

As part of EMC Corporation—the world’s leading developer and provider of information infrastructure technology and solutions—EMC Consulting provides strategic guidance and technology expertise to help organizations exploit information to its maximum potential. With deep industry insight, EMC Consulting guides and delivers innovative and proactive thinking to help clients unlock the value of their information and accelerate IT transformation. EMC Consulting drives execution for clients, including more than half of the Global Fortune 500 companies, to transform information into actionable strategies and tangible business results.

CONTACT US

For more information, visit www.EMC.com/consulting, or contact your local EMC Consulting representative.

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