

## Case Study

# Real time, Interactive BI Portal

### ▲ BUSINESS PROBLEM

The client, an independent software solution provider focused on delivering on-line adjudication software to the Pharmacy Benefit Management (PBM) industry needed to deploy a reporting portal to deliver real time pharmaceutical sales information to its customers and end users. Specific requirements included developing a solution that allows users to pull up metrics based on various types of pharmaceutical sales related reports through an interface which was interactive, intuitive, and customizable. Lastly, the source of this portal was a large data ware house and responses were required to be in real time.

The previous system in place was outsourced to a software company, which managed the portal and developed reports as required on an ad-hoc basis. This process was cumbersome, inflexible and resulted in high overall total cost of ownership (TCO) for the client. Moreover, the system had very limited support for data analysis that was required to extract business decision information.

In order to overcome these limitations and reduce the high TCO, the client asked DigiDent Solutions to design a system which would provide flexibility, reliability, high performance and business decision support capabilities.

### ▲ SOLUTION

DigiDent Solutions took the challenge of delivering a reliable, flexible, and cost effective solution for the client that:

- Provided a customize-able and extensive interface for the end users to dynamically enter parameters
- Processed millions of rows of data in real-time and generated reports meeting the performance requirements of the client
- Provided an intuitive interface that supported rich features, like drill down, and context switching
- Resulted in lower TCO

The developed solution is feature rich and deemed break-through in getting analytical business intelligence data to the decision makers in real time. The overall architecture of the solution is multi layered, consisting of a web tier, a database tier, and a reporting tier.

The solution has been built using Java Platform Enterprise Edition and the Struts framework. Core database services are being provided by Oracle, and a trimmed down, de-normalized PostgreSQL instance was extracted out of this core database for fast access in order to increase performance of the reports. The web portal provides a rich interface to the customer, who can generate dynamic and customized reports through parameters. Furthermore, a user can interact with a report dynamically to perform decision support system specific analysis.

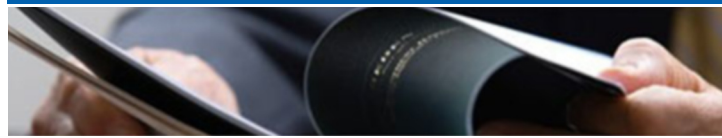
### ▲ RESULT

The custom built turn-key solution developed by DigiDent enabled the client to achieve its goals of lowering the cost of delivering Pharmaceutical sales data to its end users. This provides insights that can help pinpoint new revenue-generating opportunities and improve operational efficiencies and visibility across the organization.

The solution was in tune with the performance, functionality and scalability requirements of the client and it greatly enhanced its competitive advantage ensuring faster problem-solving and decision making at the strategic, operational and tactical levels.

### ▲ SOLUTION TECHNOLOGIES

- Business Objects XI
- Java Platform Enterprise Edition
- Crystal reports
- Struts
- Oracle
- PostgreSQL



### aboutDigiDent Solutions

DigiDent offers a range of Business Technology Solutions from enterprise application planning and architecture to software development execution, deployment and enhancement. We are industry leaders in our domain areas and our quest for excellence is underscored by our commitment to integrity and our customers' success. Our vision, is to create an enterprise which sets new standards of excellence in the Information Technology industry by constant innovation and creative thinking while staying in sync with our corporate principals.

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