



The \$100 Billion Secret: Why Leading Pharma Companies Rent Their Commercial Data Teams

Move from the IT “Emergency Room” to
a specialized, analyst-ready data lane

IT Backlog & Operational Friction

Specialized Analyst-Ready Data Lane

The Executive Summary: Solving the Commercial Data Bottleneck

The Challenge



Commercial teams are starved for insights because they rely on generalist IT teams. These internal teams operate like an “Emergency Room,” where commercial requests are triaged behind Finance, Regulatory, and HR.

The Solution



“Rent” a specialized DataKitchen team powered by a best-in-class DataOps platform. We focus exclusively on Commercial Pharma—we stay in our lane to make data simple, integrated, and trusted.

The Impact

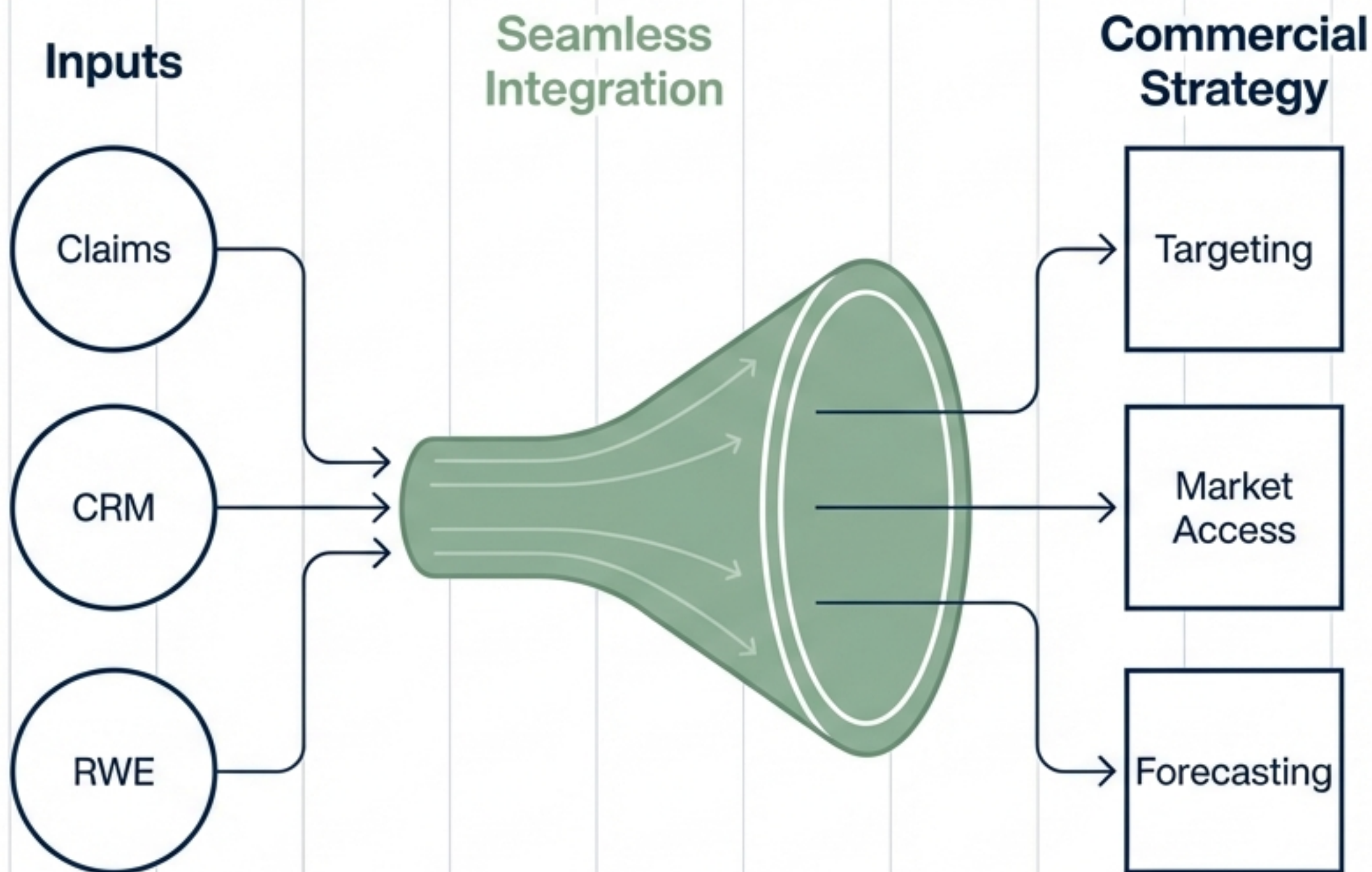


- **Speed**: Move from months of scoping to days of delivery.
- **Validation**: Supported \$100 Billion in acquisitions (including Celgene and Karuna).
- **Control**: No black box. You retain full visibility and ownership of your data on your chosen cloud.

Billion-Dollar Decisions Hinge on “Analyst-Ready” Data

Success in today’s market isn’t just about having the right drug. It is about having the right data, delivered the right way, at the right time.

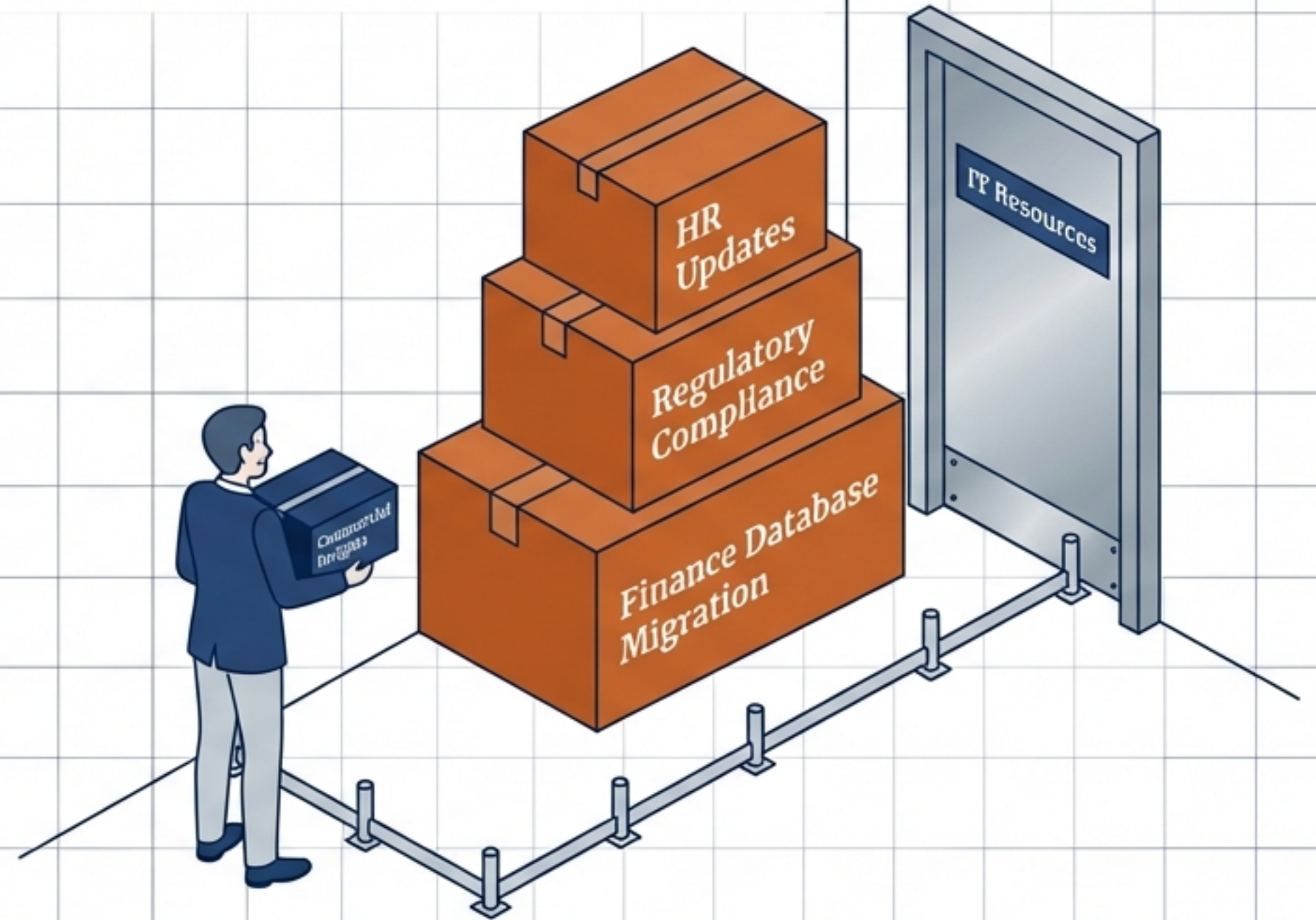
Too many **commercial teams are trapped in a cycle** where brilliant analysts wait weeks for extracts. Critical decisions on **Launch, Forecasting, and Sales** are made based on **incomplete or outdated** information.



The 'Emergency Room' Effect: Why Internal IT Struggles to Keep Pace

Think of your current data landscape like a busy hospital ER. Everyone has urgent needs, but there is only one overworked team trying to serve every department.

The Consequence: You spend more time chasing data than analyzing it. The root issue isn't technical capability—it is a lack of focus.



Your urgent request is triaged behind enterprise maintenance.

Generalist IT Lacks the ‘Commercial Fluency’ You Need

The Generalist IT Team	The DataKitchen Specialist
 • Sees “files and databases” • Solves dozens of different problems across business functions • Lacks domain expertise, requiring you to explain basic industry concepts	 • Understands the nuances from Day One • Fluency in: Specialty Pharmacy, Medical Claims, RWE, and Payer Hierarchies • Result: No learning curve. We understand how IQVIA market data connects with internal sales metrics immediately.

DataKitchen: A Commercial Data Team You Can Trust (And Control)

We stay in our lane. We don't do everything. We focus exclusively on making commercial data easy and trusted.



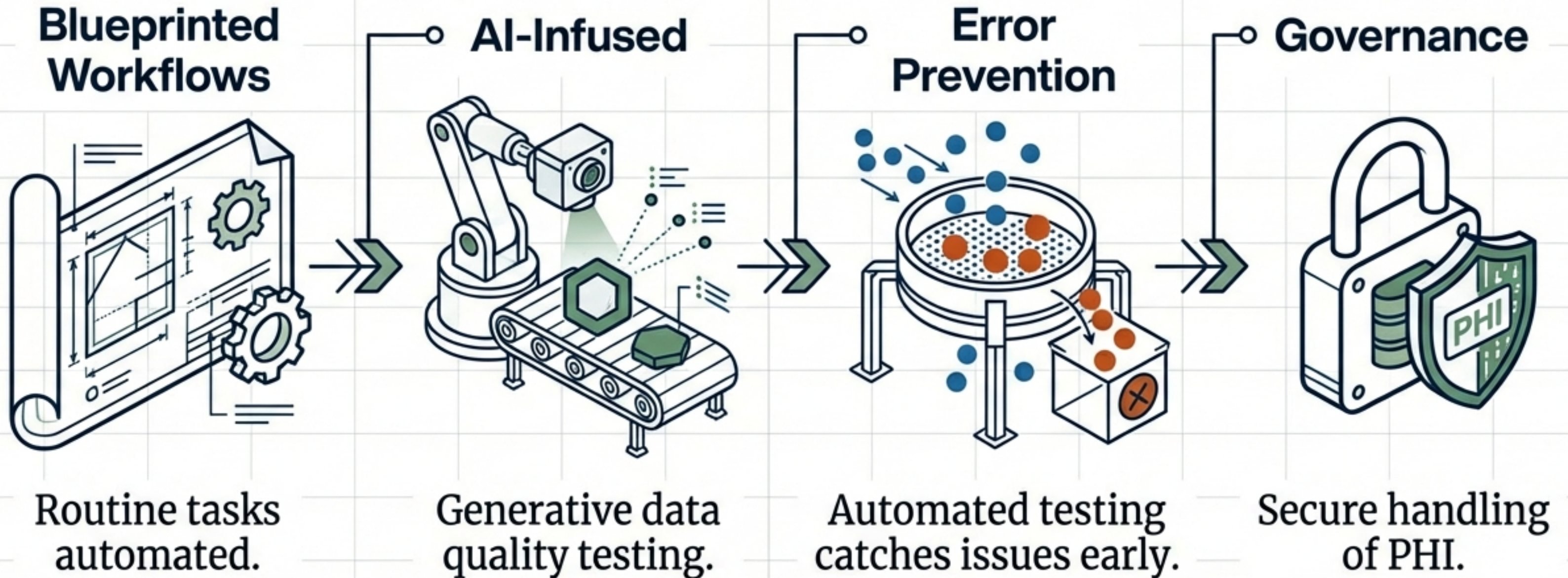
Data is understandable
and easy to use.

Connections between
disparate sources are
engineered, not patched.

Built on a foundation
of reliability and
transparency.

Powered by SaaS Software for 10x Productivity

This isn't just manual labor; it is best-in-class data operations built on the DataKitchen DataOps platform.



From Months to Days: Speed as a Competitive Differentiator

In a launch or competitive response, speed is value.

Traditional IT Request Cycle



DataKitchen Cycle



Speed compounds over time, enabling iterative analysis and faster hypothesis testing.

We Speak Your Language Fluently

We have decades of commercial data expertise and experience with the specific sources you use every day.

IQVIA



Veeva



Symphony / DDD



**Specialty
Pharmacy**



Medical Claims



Genomics / RWE



Net Price (NPP)



Patient Journey



Copay & SOB



A Partner, Not a Hostage Taker

No Black Box. Complete Transparency.

We work in your IT team's chosen cloud provider. If you decide to take over, we hand over the keys with no extra charges.

You aren't just renting a service; you are partnering with a team that builds transparent solutions.



Safety Record:

Validated by a customer where 42 people from 5 different companies worked safely on the data over three years.

Validated by \$100 Billion in Pharma Acquisitions

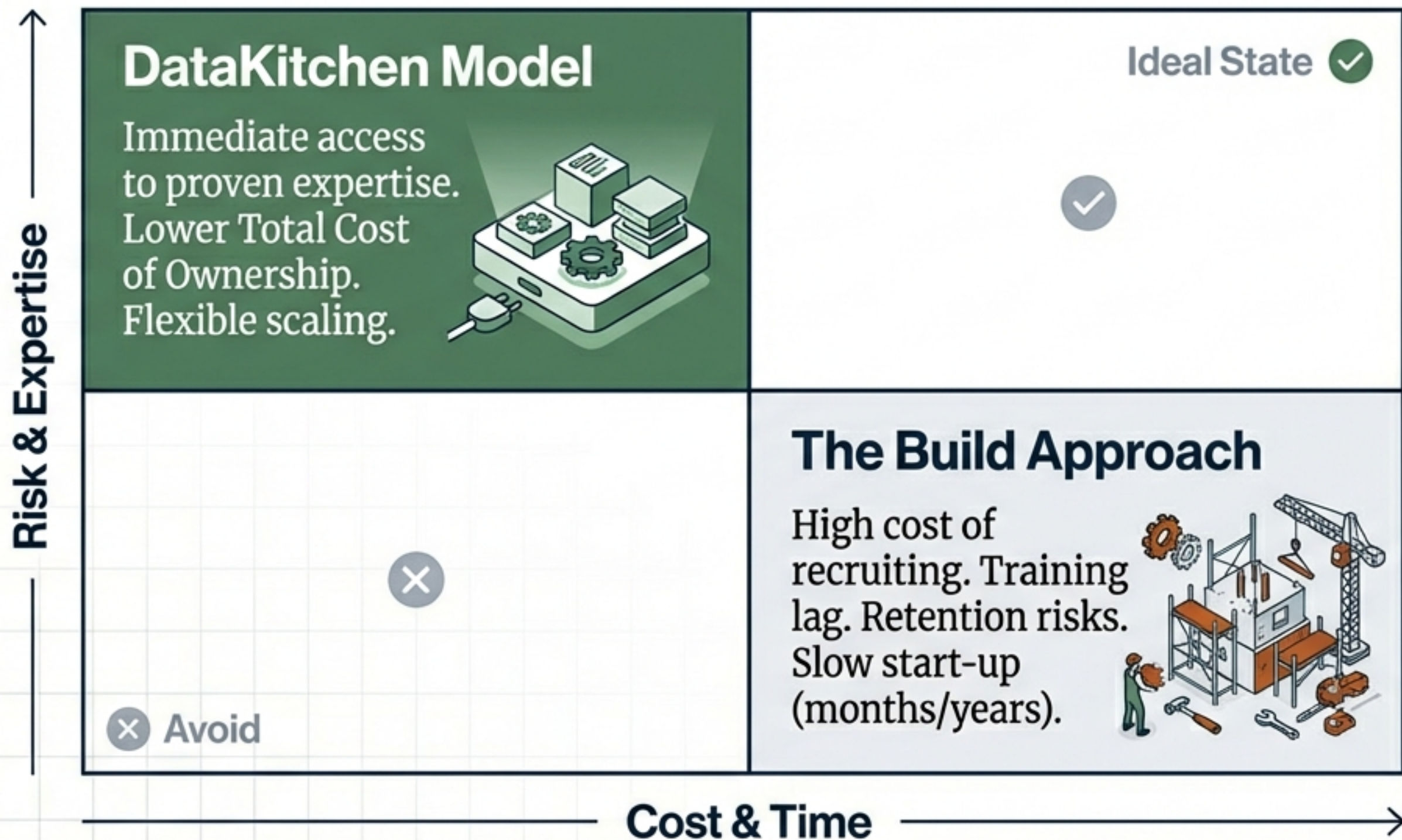
Acquisitions are the ultimate test of data reliability. Our data infrastructure stood up to diligence for major transactions.

**\$100**
BILLION

Celgene Karuna

If our data is trusted enough for billion-dollar buyouts, **it is trusted enough** for your daily forecasting.

Why 'Renting' is Smarter than 'Building'



Risk Mitigation:

Avoid implementation delays and compliance problems. Reduce vendor dependency risks through our transparent model.

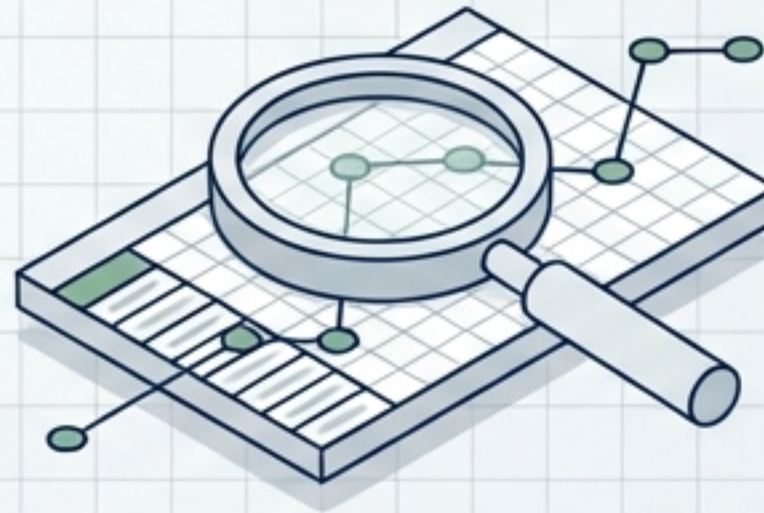


Proven Success Across the Lifecycle



Drug Launch

Hitting the ground running with clean, aligned data for new product planning.



Real-World Evidence

Integrating complex datasets to prove value and patient outcomes.



Field & Promotion

Optimizing Non-Personal Promotion (NPP) channels and Field Force dashboards.

Stop Cleaning Data. Start Generating Insights.

Imagine a world where your analysts spend 90% of their time analyzing, not chasing data or fixing errors. You pick the self-service insight tool you love best. We ensure the data feeding it is the “heartbeat” of your commercial organization—clean, aligned, and trustworthy.



Find Out If This Is Right For You



Read

- Drug Launch [Case Study](#) 
- [Customer Testimonials](#) 



Watch

- Webinar: Seven Sins of Data Quality 



Learn

- Get Certified in Data Observability (Free) 
- Read the [DataOps Cookbook](#) 