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**2516TECHNOLOGIES**

Decision Intelligence

# Commercial Data Stack Case Study

How a fragmented pharma reporting environment was converted into a scalable source-of-truth operating layer for commercial decisions.

Pharma · Defense · Financial Services

Fixed Scope · Fixed Timeline · Fixed Price

<p><b>75%</b></p> <p>approx. overhead reduction</p>	<p><b>1</b></p> <p>source of truth for reporting logic</p>	<p><b>AI-ready</b></p> <p>pipelines, alerts, clean audit trail</p>
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Commercial Data Health Check | Reporting Modernization | AI-Ready Decision Infrastructure

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## ANONYMIZED CASE STUDY

## Executive Summary

A commercial pharma team supporting a high-value specialty brand was operating across disconnected reporting systems, vendor-managed business rules, manual reconciliation, no pipeline oversight, and limited auditability across key commercial decisions.

The department needed faster reporting, better visibility, lower operating overhead, and a cleaner foundation for future AI use cases.

I designed and implemented a low-vendor, low-code commercial data stack built around an internal source-of-truth database, centralized business rules, pipeline tracking, alerting, and business-facing reporting tools.

**High-code where control mattered. Low-code where adoption mattered.**

<b>75%</b> approx. reduction in operational overhead	<b>1</b> commercial source of truth	<b>AI</b> ready for automation and agents
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While this work was done in commercial pharma, the model is industry agnostic. Any organization managing complex portfolios, multiple markets, operational reporting, and high-stakes decisions can benefit from the same approach.

## THE CHALLENGE

## The Problem

The existing environment had become difficult to scale and difficult for the business to use.

The department was relying on two separate high-code reporting systems that were not connected to each other. Each system was managed by a different vendor, and each vendor controlled its own business rules, reporting logic, and outputs.

This created a fragmented environment where numbers did not always match, logic was hard to trace, and reporting changes required too much coordination.

The field team also had limited practical access to one of the legacy systems. Because of firewall and device restrictions, the system could only be accessed on laptops. Field users primarily worked from mobile devices and tablets, so adoption was low. The system existed, but the people who needed it most rarely used it.

### Operational symptoms

- Two high-code systems operating separately
- Two vendors managing different rules and reporting logic
- Manual reconciliation between systems
- Inconsistent numbers across reports
- Reporting requests requiring vendor involvement

### Business symptoms

- Limited mobile or field access to key reporting
- Low adoption by field teams
- Limited pipeline oversight or alerting
- Weak auditability around metric calculations
- Data foundation not ready for AI or automation

**The problem was not lack of data. The environment was too fragmented, too vendor-dependent, and too difficult for the business to use.**

## THE SOLUTION

## The Approach

The solution was to simplify the stack, centralize the business logic, and make reporting easier for the people who actually needed to use it.

Because the existing environment was fragmented, an incremental rollout would have preserved the same politics and process problems that created the issue in the first place. The project required a controlled build, representative validation, and a decisive cutover.

### 1. Consolidate business logic

Core business rules and KPI definitions were moved into a centralized internal database instead of being split across vendors and systems.

### 2. Create a source of truth

The internal database became the foundation for reporting, auditability, data pipeline monitoring, and future automation.

### 3. Improve access and usability

Low-code reporting tools were layered on top of the database so commercial teams could access clean reporting without depending on legacy systems field teams rarely used.

### 4. Prepare for AI

Centralized logic, clean data flows, and traceable outputs created a stronger foundation for AI-assisted workflows and decision-support agents.

**The goal was not to replace technical rigor with low-code tools. The goal was to use the right layer for the right job.**

## What Was Built

- Internal database serving as the commercial source of truth
- Centralized business rules and KPI definitions
- Standardized reporting logic across dashboards
- Auditability across source data, transformations, and reporting outputs
- Pipeline tracking for data movement and refresh status
- Alerting for failed loads, missing files, or unexpected data issues
- Low-code reporting tools for business-facing dashboards
- Cleaner foundation for AI, automation, and agents

The result was a simpler operating model: fewer vendors, fewer manual checks, clearer ownership, and more reliable reporting.

## ADOPTION STRATEGY

## Change Management and Adoption

The technical work was straightforward. The bigger risk was adoption.

The existing environment had too many owners, too many habits, and too many competing definitions of success. If every team had been invited to redesign the system incrementally, the project would have stalled.

Incremental change does not always work in a fragmented reporting environment. In this case, it would have created death by consensus: months of competing feedback, conflicting preferences, and small compromises that protected the old system instead of replacing it.

**Controlled parallel build. Champion validation. Decisive cutover.**

<b>01</b>	Build the new source-of-truth environment alongside the legacy systems
<b>02</b>	Limit early access to selected champions from each team
<b>03</b>	Use champions to validate logic, usability, and reporting needs
<b>04</b>	Keep the broader organization out of the build process until ready
<b>05</b>	Turn off the old system and move the organization to the new process

This gave each team representation without turning the project into a committee. Champions helped explain the new system, validate that the right needs had been considered, and create confidence before the broader rollout.

The goal was not to negotiate every dashboard, filter, or metric with every user. The goal was to build the right system, validate it with the right people, and then make the new way of working the default.

## RESULTS

## The Outcome

The result was a leaner, more scalable commercial data foundation. The biggest impact was not just technical. It changed how the department operated.

- Approximately 75% reduction in operational overhead
- Fewer vendor dependencies
- Faster turnaround on reporting requests
- Reduced manual reconciliation
- More consistent KPI definitions
- Better auditability across business logic and reporting outputs
- Stronger confidence in leadership-facing numbers
- Cleaner foundation for AI and automation
- Improved support for new markets and initiatives
- Avoided death by consensus through champion-led validation

**Instead of reacting to every reporting request as a one-off project, the team had a reusable commercial intelligence layer that could support new questions, new markets, and new priorities with far less friction.**

## Why This Matters Beyond Pharma

Although this case study comes from commercial pharma, the underlying challenge is common across industries: too many disconnected tools, too much manual reporting, too many versions of the truth, and too little ability to scale without adding headcount or vendors.

The principle is simple: do not build a new strategy every time the business changes. Build an operating foundation that can scale with the business.

## How 2516 Technologies Applies This Model

2516 Technologies helps organizations simplify data and reporting environments so they can operate with more clarity, less overhead, and better decision-making infrastructure.

- Commercial Data Health Checks
- Low-code and low-vendor analytics stack design
- Single-source-of-truth reporting environments
- Dashboard and BI modernization
- AI readiness assessments and workflow automation

**Most organizations do not need more dashboards. They need cleaner decision infrastructure.**

### 2516 Technologies

Decision intelligence for teams that need cleaner reporting, fewer moving parts, and scalable operating systems.