

30X

More Analytic Projects Completed

A Powerful Cure For Slow Data.



"Podium reduced our analytics cycle time from 90 days to 2 days. Advanced data and analytics now inform dozens of business decisions every month."

— CHAD DAU, VP ANALYTICS

In less than 12 weeks, Podium Data helped Astellas Pharma US transform a slow, inflexible, maxed-out data warehouse into a secure, self-service enterprise data lake that gives analysts the data they need in minutes, not months. Results thus far have been nothing short of a miracle cure.

CHALLENGE

Marketing plans for new pharma products take data. Lots of it. Data that only comes from extensive analysis and modeling across multiple, variable scenarios. It's data that marketing teams often spend many months acquiring. In 2014, Astellas Pharma US, a leading global pharmaceutical company, was in the process of doing just that when they realized their data warehouse simply couldn't keep up with the team's needs. To stay on the leading edge of an industry built on innovation, Astellas knew something had to change. And soon.

SOLUTION

Podium found a way forward. In less than 12 weeks, the Podium team deployed a secure analytics data platform on a Hadoop cluster. Moving Astellas' data closer to users in a secure, managed data lake gave teams self-service, on-demand access—in minutes, not months. The Podium platform automatically loads, encrypts, organizes and validates prepared data sets, enabling the analysis of 100 billion records from 50+ data sources. Better still, the software automatically publishes data to Astellas' teams using simple, widely available tools. As a result, data is once again moving at the speed of Astellas' analytics teams.

BENEFITS

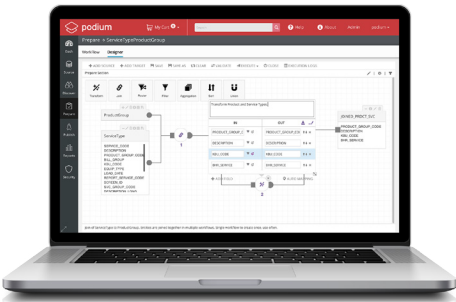
Less than six months later, Astellas is seeing just how significant Podium's impact has been. Not only is all Astellas data now in one place, the entire data lake itself can be refreshed in minutes. Tasks that took six months in the past now take mere minutes. Even complex analytical calculations—like a 10-year time-series analysis of patient behavior—can be done in minutes, not days. All of which means that more and better information is getting to the people who need it most and who can do the most good with it. And it's happening faster and easier than ever before.

Astellas Benefits At-a-Glance

- Achieved 30-fold increase in total projects marketing analytics team could deliver to the business
- Reduced the time required for marketing analysts to get new data sets for analytic research projects from six months to one hour
- Eliminated 50% of the IT system costs associated with the data management platform
- Gave 60+ analysts self-service access to data, radically expanding their ability to find exactly the data they need and to collaborate to interpret, enhance and apply data to high-value business challenges

SUMMARY COMPARISON: PODIUM VS. DWH ENVIRONMENT

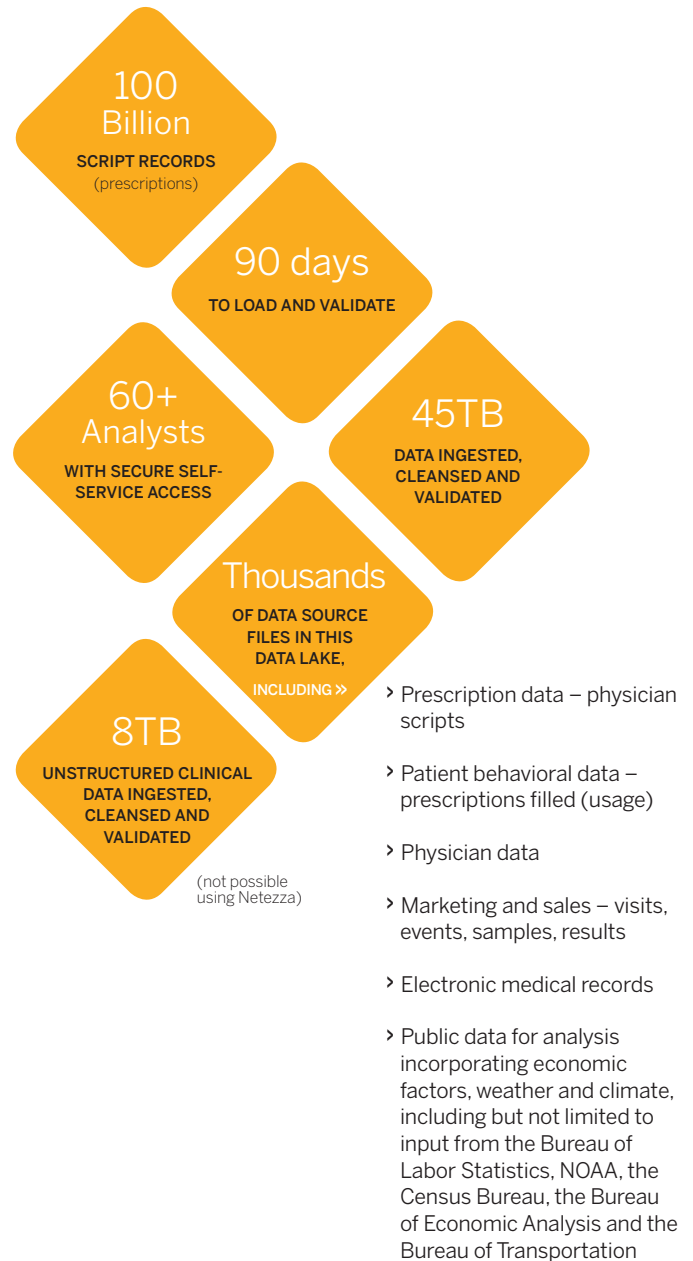
	Podium-Managed Data Lake	DWH & Analytics Environment
Add New Data Source	2 weeks	6 months
Refresh Data	1 hour	36 hours
Analytics Processing	4 minutes	3 days
Data Volume	15TB	1TB
Self-Service Access	100%	0%



“With Podium, we finally have self-service access to data we can trust.”

– CHAD DAU, VP ANALYTICS, ASTELLAS PHARMA US

Astellas Results with Podium



Enterprise data management like never before.

Podium Data is radically simplifying and accelerating the way companies manage, prepare, and deliver business-ready data — the lifeblood of the modern enterprise. The Podium Data Marketplace is a turnkey big data management platform that goes beyond data lakes to give business analysts self-service, on-demand access to trusted data while ensuring quality and control. This revolutionary approach accelerates delivery by more than 25x while reducing costs by 40%. A growing list of Fortune 500 enterprises are already using the Podium Data Marketplace to deliver a wide range of analytics projects like never before.

