



# Shaping Pharma Data and Analytics Strategy

Lessons from the frontlines of Pharma commercial in Data & Analytics

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# Agenda

1. Roche & go-to-market (GTM)
2. Intro to our main challenges
3. Our journey
  - People
  - Processes
  - Technology
4. Closing thoughts

# Introduction to Roche & the Go-to-Market (GTM) domain

Roche GTM domain, encompassing sales, digital, marketing, medical access, market affa



# Challenges due to the evolution of healthcare sector and society



# Challenges for the Roche GTM Data & Analytics domain

Empower your teams and simplify your workload

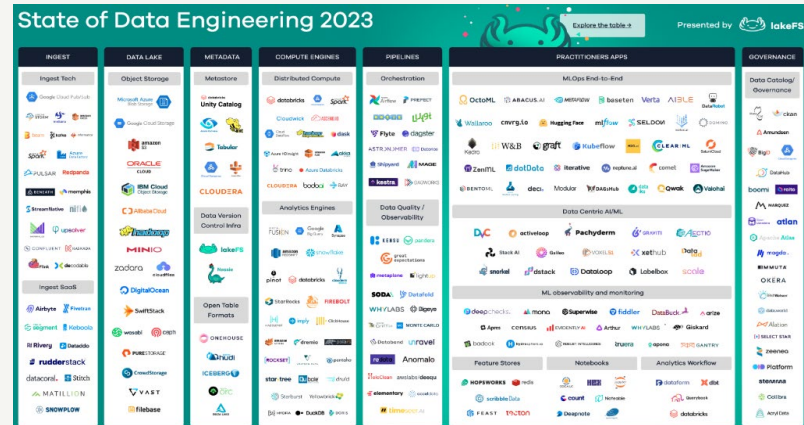
- 1. Outdated Technology** Legacy data & analytics infrastructure hinders innovation
- 2. Siloed Teams** Lack of vision and structure create inefficiencies & roadblocks
- 3. Skills Gap** Limited expertise prevents building effective solutions

# The Data & Analytics Maze: Navigating Complexity to Modernization

Where a fragmented landscape and complex tools hinder progress



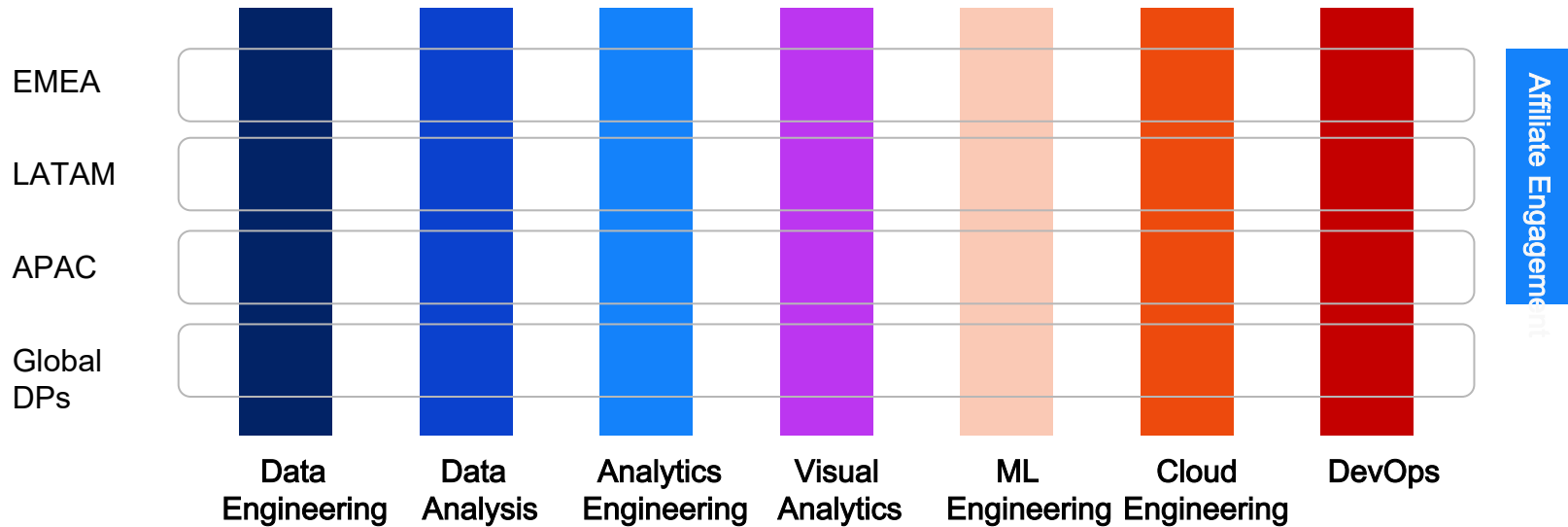
- Navigating the Vendor Maze:**  
Overcoming the challenge of tool and supplier selection
- The Complexity of a Multi - Vendor setup:**  
Tackling integration hurdles.
- Integration Risks:**  
Mitigating the costs and complexities of system integration.



### 3. Our journey

# People

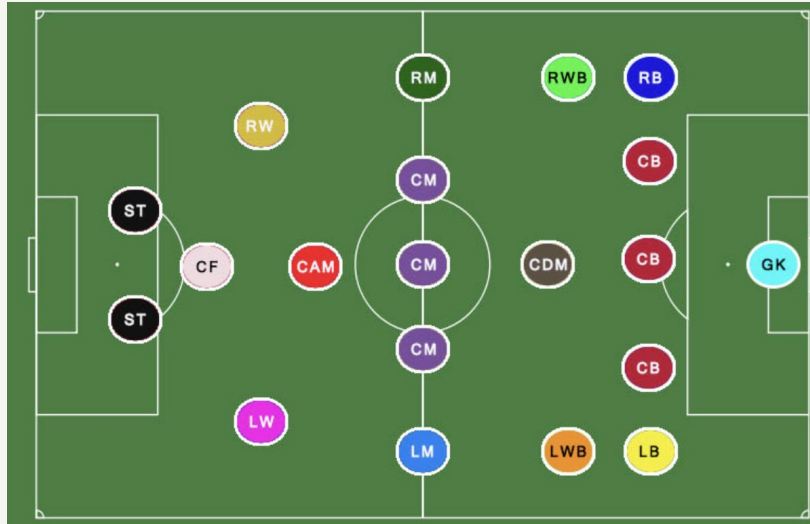
Highly aligned, loosely coupled with strong tech Leads





# People

Engineering more specialized, more efficient



# Process

## Ways of working

**DevOps**

**It's  
a mindset  
shift**

**True Agile in  
sprints?**

**A challenge**

**Strong  
governance**

**is tough**

**Unify teams,  
simplify project  
management,  
monorepo**

**fighting  
entropy**

**Developer  
experience**

**Key to  
DevOps  
success**



# Process

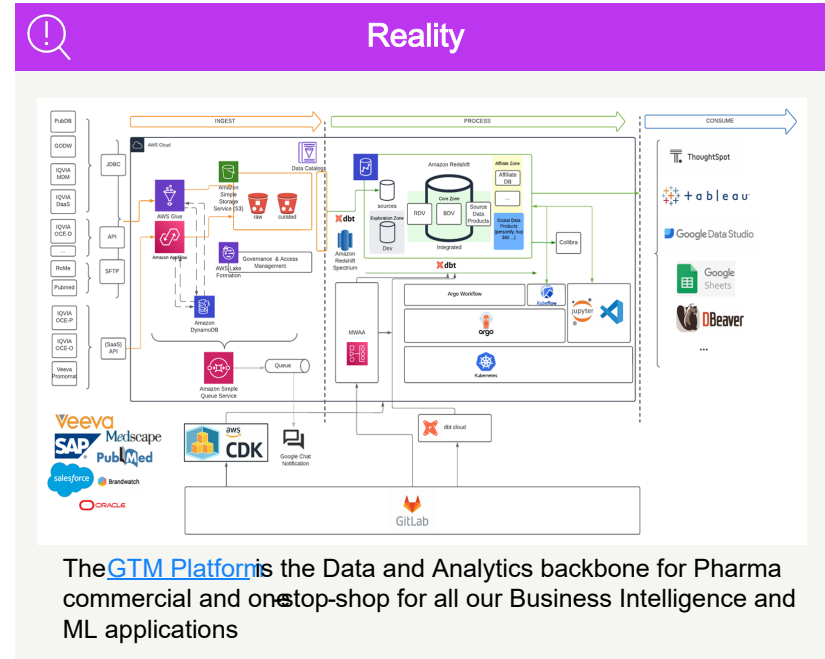
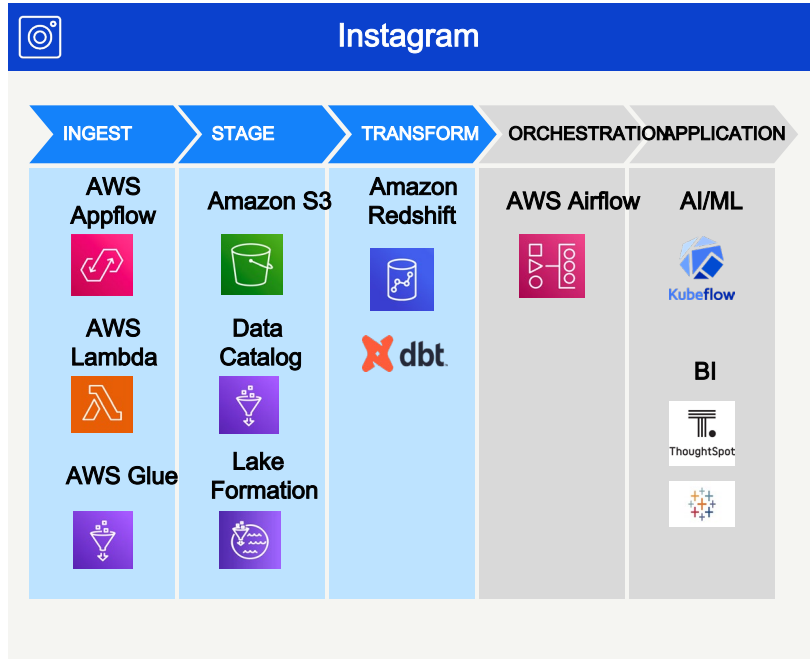


*Good ways of working and  
establishing processes  
take effort*



# Technology

## GTM Data Fabric: Data & Analytics Platform



The **GTM Platform** is the Data and Analytics backbone for Pharma commercial and onstop-shop for all our Business Intelligence and ML applications

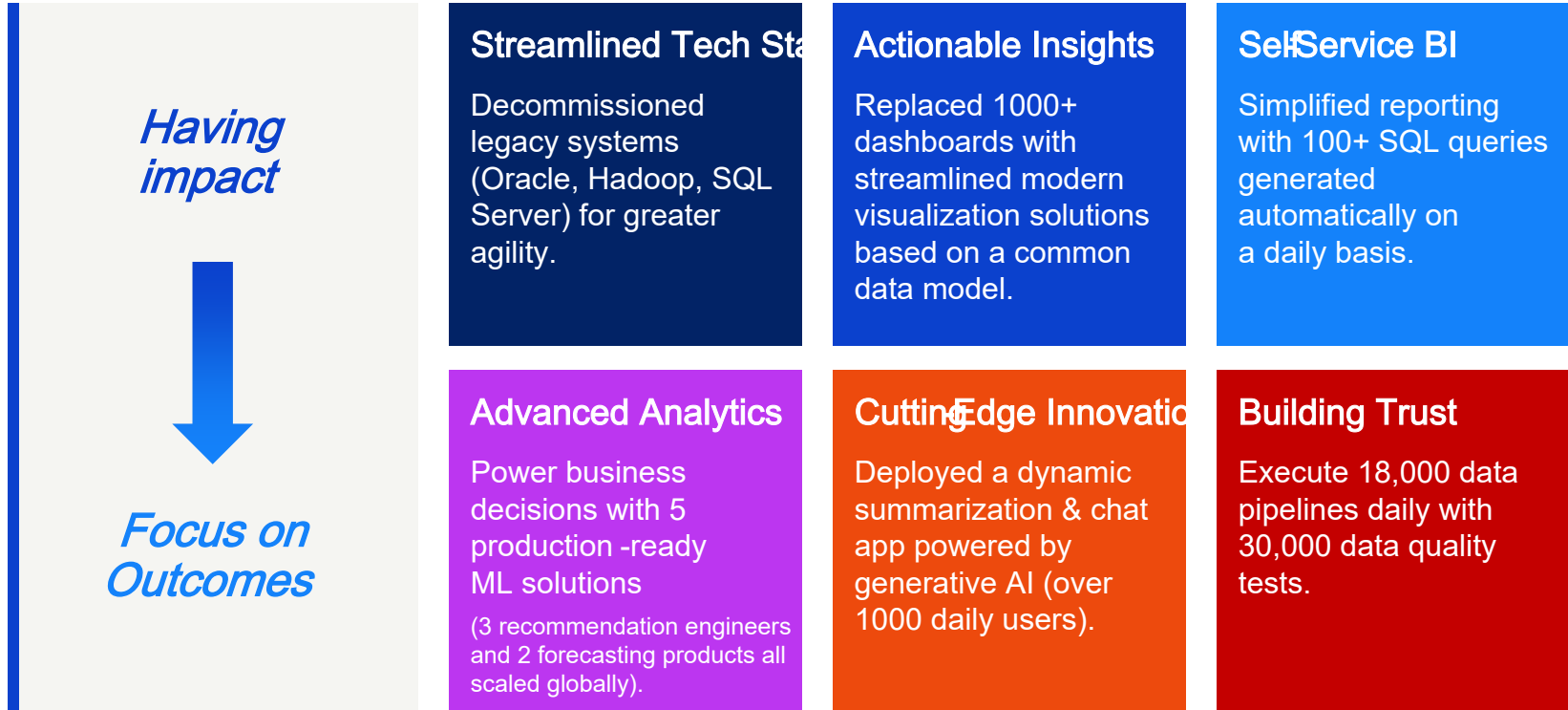
# Technology

GTM Data Fabric Data & Analytics Platform




4. Closing thoughts: So what?

# Closing thoughts




# Closing thoughts


## Having impact




**Deeper Understanding:**  
Gaining a 360-degree view of doctors and a comprehensive understanding of the healthcare ecosystem.




**Driving Research and Development:**  
Utilizing these insights to inform and enhance our research efforts, ultimately leading to better patient outcomes.




**Patient-Centric Insights:**  
Getting closer to patients and uncovering their pain points through data-driven insights.



**Improving Decision-Making:**  
Empowering stakeholders across the healthcare ecosystem to make informed, data-driven decisions.



**Personalized Solutions:**  
Leveraging information to deliver personalized content and recommendations for both healthcare professionals and patients.



**Data-Driven Partnering:**  
Utilizing data-driven processes to identify and pursue strategic partnering opportunities within the healthcare landscape.



# Closing thoughts

Enabling a data organization requires the right people, processes and technology!

1

**People come first** ,  
processes and **DevOps**  
are key to success

2

Leverage the **right  
technology solution**  
with strong **expertise**  
and **governance**

3

Because **cultural change** is  
complex and time-consuming,  
a holistic approach is crucial.  
While challenging,  
**addressing all dimensions  
(people, process &  
technology)** is the key to  
sustainable transformation

Thank you for your attention!

Doing now what patients need next