



# Transforming Commercial Operations with **AI-Driven Data Modernization for a Global Pharma Leader**

Unlocking AI-driven data unification,  
automation, and conversational  
intelligence





A global biopharmaceutical leader dedicated to combating chronic diseases such as diabetes and obesity was determined to improve patient outcomes by modernizing its commercial operations. With a strong legacy of high-touch engagement and data-driven healthcare solutions, the organization had positioned itself as a key partner to both healthcare providers and patients. However, as the industry shifted toward omnichannel engagement and real-time field intelligence, the company's legacy data ecosystem increasingly limited its ability to respond with agility and scale.

## Pressures of a Changing Life Sciences Landscape

**Industry-wide shifts created new demands for unified data, automation, and real-time insights, exposing the client's legacy limitations.**

The life sciences industry was undergoing rapid transformation, driven by the need to unify data, automate workflows, and deliver actionable insights that could accelerate therapy initiation and adherence. For the client, fragmented insights trapped in siloed systems weakened both patient and HCP engagement.

Financial reporting, still dependent on manual SQL queries, slowed decision-making and introduced errors. Program and consulting data were scattered across multiple systems, making reconciliation slow and resource-intensive.

Existing dashboards offered only static reporting with limited interactivity, while unstructured coaching data required laborious manual processing before it could be translated into meaningful insights. These inefficiencies underscored the urgency for a comprehensive data and analytics transformation.

To lead its modernization journey, the client partnered with Brillio, recognizing our proven ability to deliver enterprise-scale data and analytics transformation with zero disruption to ongoing business operations. Brillio brought deep pharmaceutical domain expertise, a full-stack digital and agile delivery model, and a hybrid Core-Flex resourcing approach that ensured both flexibility and continuity.

# Reimagining Commercial Operations with AI and GenAI

Brillio embarked on a multi-pronged transformation to unify, enhance, and future-proof the client's commercial data ecosystem. Commercial operations were modernized by integrating IQVIA, CRM, claims, and sales data into a 360-degree HCP-patient view built on Snowflake, Tableau, and Spark. This modernization improved agility, increased field representative productivity by 25%, and cut reimbursement delays by a similar margin.

Financial decision-making was accelerated through the deployment of an LLM-powered chatbot integrated with Cortex Analyst and Snowflake. By automating SQL query generation and delivering contextual insights through natural language interactions, the solution reduced manual SQL effort by 80% and shortened decision cycles by 66%.

Contract data retrieval was similarly transformed. Brillio leveraged GenAI-powered chatbots to extract and classify metadata from unstructured contracts in Snowflake, cutting retrieval times by 80% and accelerating insight delivery by up to the

same margin. Reporting was shifted from static to dynamic through a Snowflake-based conversational chatbot embedded in Qlik dashboards. This innovation allowed field teams to generate insights through natural language queries, engage in multi-turn conversations, and reduce time-to-insight by 75 to 85%.

Finally, coaching and performance feedback data were unlocked through a Cortex LLM-powered chatbot capable of combining structured metrics with free-text sentiment analysis. This capability delivered trends, competency themes, and actionable insights with 80% accuracy, achieving 30% cost savings by accelerating reporting and analysis.

**AI and GenAI-powered solutions unified data, automated decision-making, and unlocked new levels of agility and efficiency.**

# A Consulting-Led Deployment Anchored in Governance

The deployment was approached as a consulting-led transformation, ensuring that business outcomes were prioritized across commercial, payer, and patient engagement functions. Brillio emphasized areas such as localized product management, pricing and market analytics, HCP and payer engagement, field force productivity, patient support programs, and claims analytics. A phased execution strategy enabled structured onboarding, codified governance, and smooth knowledge transition.

Engagement governance was reinforced through SLA-backed models, KPI tracking, and iterative feedback loops, guaranteeing measurable value creation. With end-to-end operational support covering incident management, platform monitoring, and off-site field support, Brillio strengthened the client's ecosystem through automation, integrations with critical third-party platforms, and reinforced compliance standards.

A phased, consulting-led deployment ensured alignment with business priorities, governance reinforcement, and continuous innovation.

# Delivering Measurable Business Outcomes

The transformation generated substantial results across multiple dimensions. Productivity was boosted through an **80% reduction** in manual SQL query creation, coupled with a **75 to 85% decrease** in time-to-insight generation. Cost optimization was realized with **overall savings of 56%**. Decision-making and field effectiveness improved significantly, with a **25% increase** in field representative productivity and a **20% improvement** in call effectiveness.

Most importantly, patient-centric outcomes were enhanced. The client recorded an **18% improvement in therapy adherence** and a **25% reduction** in reimbursement delays, directly strengthening patient access to care and improving overall treatment experiences.

The transformation delivered sustained productivity gains, cost savings, and improved patient experiences across the ecosystem.



## ABOUT BRILLIO

**Brillio is a digital technology services company that drives AI-first engineering and design-led experiences for global enterprises.** Born digital in 2014, its consulting-led services span Customer Experience, Data & AI, Product Engineering, and Digital Infrastructure. With an industry-leading NPS of 71, Brillio accelerates time to market through its proprietary BrillioOne.ai platform, powered by AI-ready talent with deep domain expertise.

Brillio is the official Digital Transformation Partner and the official Data and AI Services Provider of Atlassian Williams Racing. Brillio partners with leading technology providers including Microsoft, AWS, Google Cloud, Salesforce, Adobe, Databricks, and Snowflake and operates with 6,000+ "Brillians" across 15 global delivery centers. Consistently recognized as a Great Place to Work® since 2021, Brillio blends innovation, talent, and purpose to deliver measurable outcomes for clients and fulfilling careers for employees.



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