

# Cobalt Success Story

## AstraZeneca's CAPS team asks Cobalt to handle data analytics

*In 2013, AstraZeneca created the Customer and Patient Strategies (CAPS) team as part of an internal reorganization to better respond to the industry's fluid environment by engaging customers in new ways. To give them useful information while they waited out their own IT department's five-month development timeline, they turned to Cobalt for help. Cobalt's analytics and reporting solution began delivering actionable information in days.*

### THE NEED

Instead of potentially mind-numbing reports tracking the progress of the company's field teams in delivering value-add programs to AZ's partners, the CAPS team needed a visually engaging way for their leadership to quickly grasp, absorb and interpret that information.

### THE CHALLENGES

Because the CAPS team was so new, and the timeline to build a custom tracking and reporting system within their existing CRM tool would be long, each customer-segment-aligned group had developed its own homegrown solution to track information. Source data was arriving from different areas of the company with many unrelated tracking and compilation methods.

Each method was meeting the needs of the individual, but the job of aggregating that information into clear, comprehensible reports was daunting. The manual processes required of busy field teams raised concerns about data integrity and timeliness.

### THE SOLUTIONS

Cobalt's first step was to assess the level of chaos by examining all of the methods of capturing data, determining when the same concepts were differently defined, and asking about the goals of each method. From this we developed a list of common terms and created a user-friendly survey instrument and an analytical tool covering all their needs. This solution involved a web-based collaborative workspace with a dual interface.

The field teams completed the survey, and core team members could access the ultimate data sorting and reporting functionality in real time. Cobalt assisted with initial data integration, testing, and training, and then turned the information into visually engaging reports.

### THE RESULTS

Cobalt received rave reviews for our speed in getting this solution in place and how easy it made life for people both in the field and back at HQ. The effectiveness of the CAPS team's anticipated stopgap then served to inform the internal program's development. Because the CAPS team loved our graphic design, we continue to use the new system to provide data visualization and reporting services.

### CLIENT

AstraZeneca (AZ) is a multinational pharmaceutical company that develops, manufactures and markets medications worldwide. The CAPS division uses information gathered by its field teams to boost customer engagement and deliver value-added services.

### DELIVERABLES

Cobalt analyzed the essential data and reporting requirements for the new division and delivered a fully integrated user-friendly information collection and data visualization solution with new infographics in support of accessible, effective reporting.

### IMPACT

*The interim solution was in place so quickly and worked so well that it influenced development of the permanent internal CRM module. Its infographics remain in use in collaboration with Cobalt.*

THE WORK



Though Cobalt was tasked with collecting and organizing data from CAPS team members, we were also responsible for making data visually engaging.

Cobalt's solution involved a web-based collaborative workspace with a dual interface. Core team members could access the data sorting and reporting functionality in real time.



The CAPS team loved our graphic design and continued to use the new system to provide data visualization and reporting services.



The Art + Science of Understanding

Cobalt works at the intersection of science and strategy, helping healthcare, medical, technology and scientific companies engage their internal and external audiences more effectively.