Use case – data readiness

Data Quality Management & Readiness

Industry: Pharmaceutical | **Year:** 2025 – ongoing | **Country:** Germany

Client: Anonymous | **Duration:** Ongoing | **Effort:** 200 Person Days

Client

The client is a leading pharmaceutical company conducting global clinical trials. Their Veeva CTMS (Clinical Trial Management System) underpins planning, execution, and oversight across studies, and the quality of foundational data directly determines the reliability of downstream reporting and decision-making.

Initial Situation

- Data readiness across the CTMS landscape was inconsistent — accuracy, completeness, and accessibility varied between studies.
- Missing or inaccurate upstream data disrupted downstream systems, eroding trust in dashboards and slowing decisions.
- Repeated manual rework was needed to reconcile gaps, increasing effort across the portfolio.

Approach and Solution

- Defined Data Readiness across four dimensions — accurate, complete, timely, and accessible — and built validation rules and collection standards against them.
- Implemented seamless integration across upstream and downstream CTMS-adjacent systems to eliminate manual handoffs and reconciliation.
- Established clear data governance with defined ownership, accountability, and routines to keep data fit for purpose as studies evolve.

Impact

- Trusted data reduces delays and frees leadership to focus on strategy rather than chasing down issues.
- Less manual rework translates into better use of time, fewer budget surprises, and smoother trial operations.
- Clear ownership drives system adoption and builds a culture of accountability across study teams.