# How a global life science company modernized sales and marketing through a “data as a product” approach

**Client**
A leading biotechnology company specializing in pharmaceuticals and diagnostics

**Company Size**
100,000+ employees

**Location**
Global

**Featured Partners**

snowflake

**The client engaged Marlabs as a partner to modernize their sales and marketing data domain by enabling a “data as a product” approach. To ensure data integrity, we standardized metadata collection across multiple teams to provide the governance team with a unified view of the data.**

The overall initiative eliminated thousands of hours in manual processes for moving data, checking and correcting information, and generating reports.

Data Governance

Data Management

Data Migration

Data Warehousing

# The Challenge: Overcoming legacy limitation by aligning data architecture with modern business needs

**Objective:** Enhance data accessibility and promote autonomy through a modernized platform.

**Existing Issues:** Legacy data architecture limited scalability and data product integration.

**Solution Needed:** Migration to a scalable, cloud-based solution while maintaining alignment with data mesh principles.

**Outcome:** Successful platform migration to Snowflake to enable decentralized decision-making and streamlined data governance.

**The client faced challenges in modernizing their sales data mart, a key component for managing North American sales data.** The existing legacy platform lacked the agility and accessibility needed to support a decentralized data strategy and could not efficiently scale to meet business needs.

# The Solution: Data modernization through implementation of a scalable, governed data platform

**To address these challenges, Marlabs focused on migrating the existing data mart platform to Snowflake and aligning it with the client's data mesh strategy.** This multi-phased approach ensured a smooth transition, improved data product accessibility, and supported decentralized business initiatives. This was achieved through a phased approach described below:

### Phase 1: Discovery

We assessed existing data architecture and identified gaps.

**Workstreams:**

- Current state analysis
- Stakeholder workshops
- Documentation of existing dependencies

### Phase 2: Planning

Our team developed a comprehensive migration strategy.

**Workstreams:**

- Migration roadmap creation
- Platform selection & technical architecture design
- Use case generation for future-state capabilities

### Phase 3: Implementation

We executed the migration and deployed new data products.

**Workstreams:**

- Data ingestion setup
- Platform configuration and testing
- Product rollout and user training

### Phase 4: Governance and Optimization

The team established governance frameworks and optimized platform usage.

**Workstreams:**

- Governance workflows for data product management
- Data quality and observability using Monte Carlo
- Continuous improvement and performance monitoring

## Services and Technologies Used:

**Services:**

- Data Modernization & Migration
- Data Governance & Management
- Technical Architecture Design
- Data Product Development
- Business Intelligence Solutions
- Data Engineering & Integration
- Cloud Strategy & Implementation

**Technologies:**

- Snowflake
- Talend
- dbt
- Monte Carlo
- Collibra
- AWS AI Services

# The Results: Impact on the client organization

**The project resulted in a successful migration of the sales data mart platform to Snowflake in alignment with the client's data mesh strategy and in support of their long-term vision of a federated data culture.** The new solution enabled the client to achieve better data product ownership, improve data accessibility, and enhance decision-making capabilities across the organization.

**Enhanced Data Accessibility:** Decentralized data management empowered local affiliates to drive their own data initiatives.

**Faster Time-to-Insight:** Data products are now readily available, reducing reporting time.

**Increased Scalability:** Snowflake's scalable architecture enabled seamless integration and expansion.

**Lower Operational Costs:** Implementing the optimized cloud infrastructure reduces the costs of storage and computing.

**Improved Data Quality:** Implementation of automated quality checks minimized manual data intervention.