

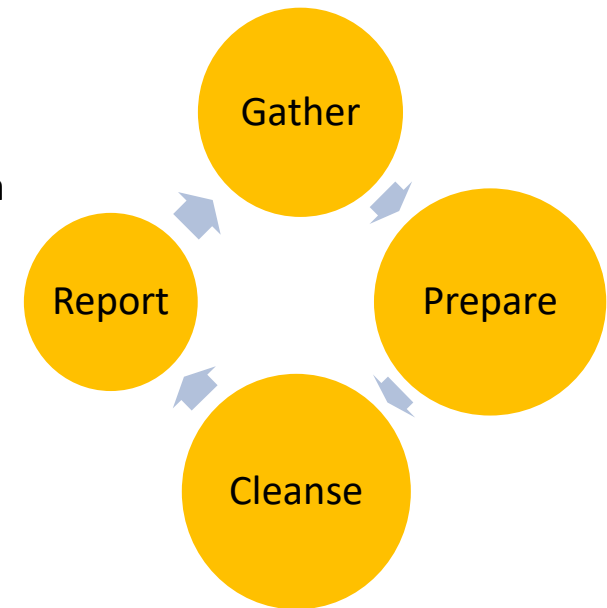
# Data Management Platform Modernization

## ***What is Holding You Back?***

For our client, the major roadblock in efficiently growing their business was a data processing system based on antiquated technology and an excessive amount of time associated with manual data gathering and integration. They had more than 8 sources of external data, no tools to cleanse or standardize, and reports being generated by hand in excel. While their team was able to maintain control over the current flow of data and reporting requirements, the rapid growth of their business was overwhelming their current approach.

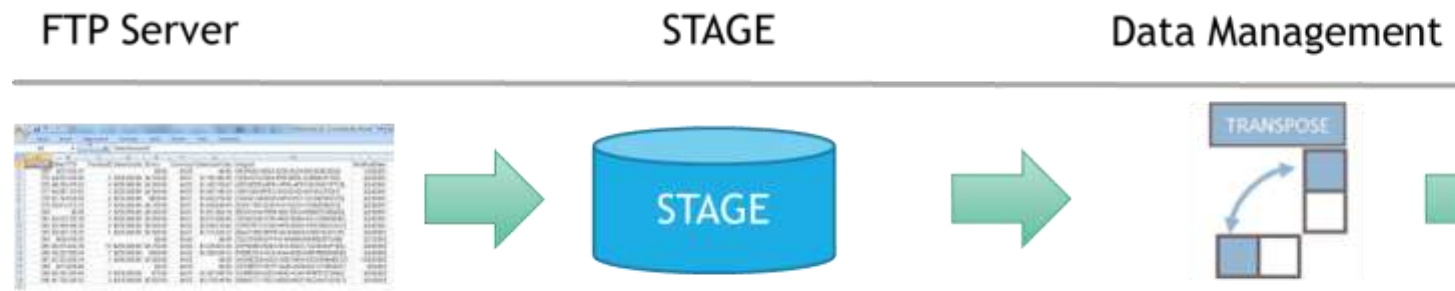
## ***Key Client Challenges***

- Explosive data volumes over the last 6 years
- Obsolete DOS based System with no ability to support data growth
- Time consuming data management and reporting processes
- Antiquated Data Environment and Tool Suite
- Minimal Data mining and business intelligence for internal and external information consumption



## ***Solution***

The solution, **modernize** the **information management** platform and automate the gathering, preparation, and integration of data as a first step. Establish a data manufacturing approach that focuses on data quality with controls that free resources to focus on information analysis and reporting. Provide a flexible and scalable reporting environment that can deliver information both internally and externally to clients. GeriMed wanted a partner that not only understood technology, but one that could lay out an information strategy and deliver on it incrementally. In addition they needed a partner who understood their business including both customer and regulatory requirements in healthcare.



## Client Results

- Automated Data Management and Reporting processes freeing up resources to focus on information analysis



- Increased Data Quality through cleansing and standardization
- Faster and more data driven decision making from increased data mining and analysis
- Ability to easily add data content and volume

Once the solution was implemented, GeriMed was able to focus resource efforts on analyzing information instead of manually gathering, preparing, and cleansing data. At the foundation, Microsoft SQL Server provides the data repository. Advanced analytic tools from SAS allow users to quickly and easily view information. This information is then provided to their client's delivering greater value and increasing customer loyalty. New SAS software tools included in SAS Data Quality, SAS Office Analytics, and SAS Visual Analytics. With this solution in place, our client will be able to face their future business problems and opportunities with both knowledge and speed.