



# Information Dashboard Energizes HR Management

## ABOUT PFIZER

In an era of increased scrutiny of corporations, Governance Metrics International listed Pfizer Incorporated as one of only 22 companies worldwide that ranked a perfect “10” in corporate governance. The Firm has a long-standing commitment to financial transparency and integrity in financial reporting. Pfizer tripled in total employees from 2000 to 2004. In this dynamic operating environment, how does Pfizer preserve its commitment to accurate and up-to-date information? This brief case study describes a project within Pfizer Global Pharmaceuticals (PGP) Human Resources that addresses the challenge.

## CASE STUDY BACKGROUND

PGP brings the prescription medicines of Pfizer’s industry-leading research pipeline to patients and physicians through a global organization of dedicated sales professionals. PGP HR is dedicated to recruiting top talent from a wide range of backgrounds and experiences while ensuring they stay with the company and grow professionally. PGP employs over 10,000 professionals in the US alone.

## THE PROBLEM

PGP HR faced a challenge to roll up distributed workforce information from disparate local systems, and synch up with data from the Corporate HR Management System. Data formats of the source systems vary, as do the business practices including the use of different semantics for certain status codes (such as the meaning of “promotion”). Information resides in various HR systems, data stores, and spreadsheets. The HR team had difficulty answering seemingly simple questions. For example, “What is our actual versus budgeted headcount?” PGP needed an authoritative, timely view of available HR information in order to better manage the organization’s workforce.

Before the new reporting solution was deployed, many people spent weeks manually requesting, collecting, and vetting all the required data. After gathering the raw data, 2+ days of manual assembly was required.

## THE SOLUTION

PGP HR realized they must first locate data in a variety of locations throughout the worldwide corporation and then access the data in a variety of formats, consolidating like data. The Composite Information Server was selected.

*“Through people, process, and technology, we automated an important report that formerly took 3 weeks to assemble.”*

Director of IT,  
Pfizer Global Pharmaceuticals

## AT-A-GLANCE

### Industry

Pharmaceutical

### Business Problem Solved

Provide reusable services for sourcing and delivering data in support of multiple use cases

### Data Integration Pattern

- Data Virtualization

### Composite Software Products

Composite Information Server

### Data Sources

- Financial Warehouse
- Call Cluster Planning Server
- Geographic Core Master Server
- Salesforce Compensation
- Global Prescription Server

### Data Consumers

- HR Operations Management
- Sales Operations Management
- Drug Discovery

### Platform

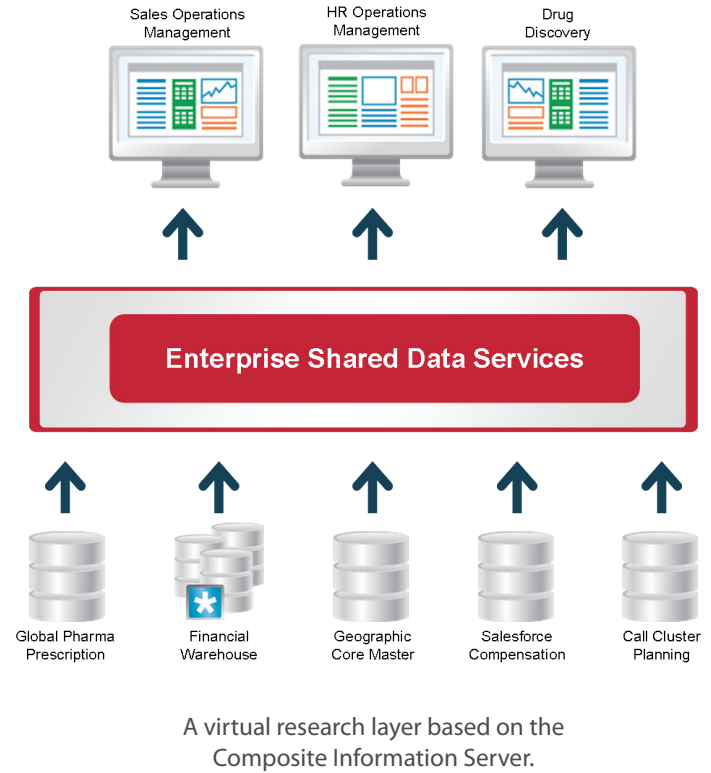
Linux

**THE SOLUTION CONT.**

From an enterprise architecture point of view, Composite data virtualization was implemented as a semantic abstraction or data services layer in support of multiple consuming applications. Sometimes called Information-As-A-Service by Forrester Research or SOA Data Services by Gartner, this middle layer of reusable services decoupled the underlying source data and consuming solution layers. This provided the flexibility required to deal with each layer in the most effective manner, as well as the agility to work quickly across layers as applications, schemas or underlying data sources changed.

With the Composite Information Server, PGP's workforce management reports are requested on-demand, with authoritative results back in under a minute. The immediate benefit is the time savings in building the reports, freeing up the team to work on more important projects. Additional benefits are also significant - reports can be called up on-demand, not just quarterly. No longer must the data providers be interrupted to provide data manually.

The resulting solution provides a consistent, timely view of the PGP workforce, extending operating insight and responsiveness. The solution also defines a migration path to migrate local information assets to a Corporate HR Management System for maintenance and accessibility purposes, while providing a buffering layer of the disparate sources of information.



**THE RESULT**

- Simplified data sharing across the company
- Build new business applications faster to keep up with changing business
- Cost savings in reusing data services