



Case Study Health Sciences Group (HSG)



Digital Transformation Success

Executive Summary

Health Strategies Group™ (HSG) Insights is the leader in market access intelligence and customized research for pharmaceutical and biotech professionals. Its team of analysts dissects trends and identifies opportunities to help companies optimize their product access and distribution.

HSG needed to digitally transform their organization. The business was growing, but outdated publishing processes and content delivery mechanisms based on hard-copy printing and email could not scale to meet the business demand.

Challenges

Slowed down by outdated legacy procedures and technology, HSG was eager to develop flexible a Content Management System (CMS) and publishing solution that would allow them to improve efficiency and meet the strategic needs of their business. They saw the market opportunity and knew that to succeed they needed an infrastructure and business process reboot.

To solve this challenge, HSG chose Entech based on the expertise of the Entech team and their innovative approach. Most importantly, they selected Entech because of the partnership attitude of Entech personnel, who took the time to truly understand their strategy and listen to their needs and business requirements.

How Entech Helped

Entech digitally transformed HSG. We assembled a highly-specialized team and established a PMO to provide oversight and governance of the project. An experienced team of architects and software engineers went to work and built a scalable cloud architecture using AWS.

The team evaluated and selected a CMS platform and designed an Amazon Relational Database for easy set up and operation. The Entech team used agile methodologies and built an Intellicenter portal, then built multiple internal and customer facing portals.

The back-office was architected to streamline and automate the entire content lifecycle so business-critical content could be dynamically assembled and delivered with precision, in any format, across multiple channels. Publishing was automated and a data lake was built for data analysis to create a modern integrated commercial services platform with secure digital delivery of content and data to clients.



Results and Return on Investment

Partnering with Entech has enabled HSG to scale. Digital operations and workflow orchestration have simplified and streamlined the entire content publishing lifecycle. With digital content delivery, they became the leading provider of **intelligence and customized research** to the life sciences industry. Today, they serve a wide range of organizations from innovative start-ups to established pharmaceutical companies around the globe.

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