

A global animal healthcare leader leveraged **Data & AI services** to create better decision-making, improve data quality and revenue margins



Customer

This healthcare organization is one of the global leaders in developing and delivering feed and medicines for both farm animals and companion animal through bold vision and cutting edge scientific innovation.

Business Challenge

The organization has been the cornerstone of the animal health industry that develops innovative solutions to enhance animal healthcare. They were facing the following challenges:

- Inconsistencies in business-critical data items, such as identifying healthcare production, location, and usage in production lines globally.
- Essential data buried in silos accessible only at the operator's level and not visible or discoverable by others.

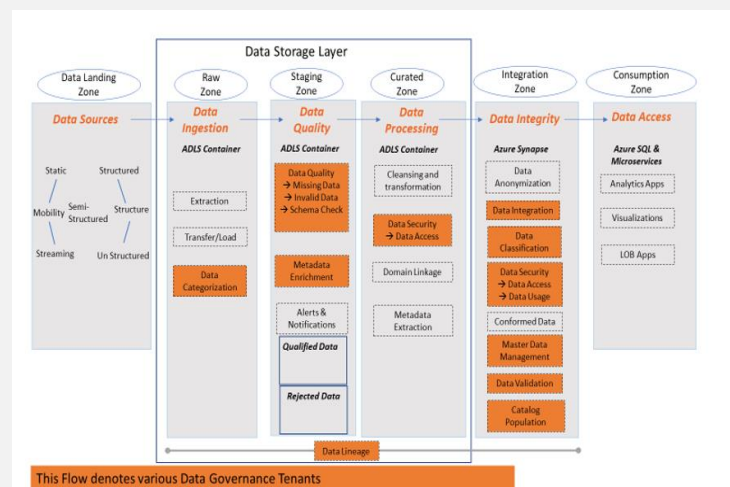
The customer was looking for **socio-technical solutions** to **improve business-critical data management** processes and other related pain points.

WinWire Solution

The organization came to WinWire with the above challenges, and WinWire proposed an extensive Data Governance approach starting from bottom-up, rather than the traditional top-bottom approach. We enabled the organization with the following:

- Created organizational support in the form of Data Governance Council backed with a charter from the CEO

- Empowered the council to identify roles and assign responsibilities such as data ownership and data stewardship
- Helped in creating scalable policies and procedures for Data Governance
- Demonstrated how each governance principle is implemented through coding of a new business-critical application
- Socialize the newly created policies and procedures, to ensure stakeholders are aware of these artifacts and the responsibilities assigned to them



Business Value

- Better decision-making
- Improved operational efficiency
- Improved data quality, understanding and lineage
- Regulatory compliance
- Increased revenue margins