



## Chiliad Success Story

Pharmaceuticals and Life Sciences



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### Creating safe, effective medicines with Chiliad

Whether it is patient health or animal health, one of the leading names in the healthcare market is committed to excellence. The various medications developed and produced by this top research-based pharmaceutical company, all equate to high quality, safe and reliable prescription medicines. Their brand of medicines prevents, treats, and cures diseases across a wide range of areas, and also includes a wealth of promising new products in areas such as oncology, cardiovascular disease and diabetes.

What really makes this pharmaceutical company stand tall is their single-minded determination to ensure that they deliver the value their customers need. One of their key concerns is combating the threat of counterfeit medicines.

### CLIENT PROFILE

Leading Healthcare Organization

**Industry**

Pharmaceutics

**Number Of Employees**

>5000

**Environment**

5 separate data sources

**KEY CHALLENGES**

- Need to mine data from ineffective disparate systems
- Increasingly complex data management
- Need to access and analyze data across multiple disparate data source (structured and unstructured)
- Need to better leverage human resources
- Effectively access and use data to connect the dots

**KEY BENEFITS**

- Faster response to case inquiries
- Reduced time to execute data searches
- Lower costs due to the need for less manpower and time



### Aiming for a Healthy World

Because of its commitment to health and safe drugs they go beyond developing and creating life changing drugs to ensuring that the drugs their customers purchase are legitimate. So much so that they are assisting law enforcement with their efforts to ensure that the medicines available on the market are high quality, legitimate, drugs - not potentially dangerous counterfeits.

Counterfeit drugs are illegal and extremely dangerous as they may contain improper dosages or even hazardous ingredients. According to Billy Tauzin, President and CEO of Pharmaceutical Research and Manufacturers of America, counterfeit drug sales are predicted to reach \$75 billion by 2010, a 95 percent increase from 2005. These numbers are alarming and mandate that pharmaceutical companies take

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measures to protect their market, their brand, and most importantly their patient's safety. This top pharmaceutical company is leading the charge.

They created a worldwide security initiative that works diligently to fight against drug counterfeiting. This initiative is divided into three key areas: counterfeit investigations, asset protection which handles physical security of plants, etc., and a security operations center, which monitors events globally and sends alerts. To help track down counterfeiting, they have an Internet project that uses covert online test purchases. Purchases are sent to three test labs around the world for analysis and review and add another level of complexity to data management. They currently have data from over 2000 purchases.

### Data Management Challenges

Because of their dedication to safe drugs this large pharmaceutical company's market activities has always been characterized by excellence, including its fight against counterfeit drugs. It soon became apparent that though they had a lot of valuable data that wasn't being fully exploited, because it was difficult to access and analyze. With three worldwide security areas and separate data silos, they had a daunting task and needed help to "connect the dots" and manage the vast amount of data in their data sources. To be effective they had five key data sources that they needed to access quickly.

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They had an existing case management system that allowed intelligence workers to add and track information on seizures and arrests. The system worked well with small amounts of data, but as the data grew, it became difficult to search and often timed out. This slowed counterfeit research activities, wasted resources and frustrated investigators.

Their document management system also added another dimension to the puzzle. The document repository connected to investigative material including emails and evidence. However, they needed too many metadata fields, for document check-in. Thus, many workers got frustrated using it and eventually stopped using it. They also had another system, which allowed investigators to share daily situation reports between the Americas, EMEA, analysts, and security investigators, as well as their operations center. Accessing the reports was slow and hampered investigators from doing their jobs effectively. They needed a different solution - one that would efficiently and effectively give them access to all data related to an investigation, making further analysis possible.

## Closing the data gap

To help with their anti-counterfeit initiatives they brought an expert on board as Director of Intelligence for their anti counterfeit division. He brought tremendous experience as a former investigator for a government agency and a former computer forensics expert for a top accounting firm. He attempted to use the existing case management and search tools to no avail. He immediately recognized that they needed to implement a working system that facilitated easy data access and analysis especially since their investigators were scattered across the globe. His previous experience with the Chiliad Discovery/Alert compelled him to pursue implementing its power at his pharmaceutical organization to close the gap between investigators and the data they needed.

They had several notable search engines already approved by global IT at this pharmaceutical company. One search engine was described as a shotgun approach where Chiliad was laser focused. Its search mechanism only scraped the surface. It had no visualization integration capabilities and no concept mining. Another solution which was originally purchased in 2006 for the legal team still was deemed inoperable for their requirements. It required a business analyst to sit with the user for a considerable length of time to customize concept mining.

## No more cold cases

They reaped immediate benefits from the Chiliad Discovery/Alert system. The Chiliad system was able to link to a case in the United Kingdom via a bank account number recovered from a suspect. This then led to another investigation in Asia where they connected with a cell phone number that was being used to contact two other suspects. The Chiliad system allowed investigators to look at shipping information from test purchases and the handwriting matched. This ultimately led to the discovery of a large counterfeiting ring. Three separate investigations were taking place in the United States, United Kingdom as well as in Asia, but the dots were not connected until Chiliad was employed.

Chiliad's ease of use eliminated the need for the pharmaceutical to invest in huge training cost and facilitated immediate use. They did not have to buy separate systems for their different databases nor did they need to hire more analysts since the Chiliad Discovery/Alert made searching so easy and accurate. Intelligence workers were now able to add and track information on

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seizures and arrests without the system timing out. Search results were now consistent whereas previous search engines were not. The system provided a single view of information- no need to sign into multiple systems. This greatly reduced the manpower, time, and cost the pharmaceutical needed to manage their anti-counterfeiting initiatives and global security. Reports were now easily accessed and investigators were able to read an entire case on one page. Today, one of the largest pharmaceutical company's utilizes Chiliad to avoid opening multiple cases on the same person and extend the value of existing cases.

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For more information on how Chiliad can benefit your organization please contact Chiliad.

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