



Case Study – Content management Program

World's leading pharmaceutical company seeks to manage increasing volume of digital media by streamlining content management program

Client:

Leading research-based pharmaceutical and healthcare company

Industry:

Life Science

Service Provided to Client:

- Governance, Risk and Compliance

The Challenge: The client was working with dozens of 3rd party agencies in creating and managing an increasing volume of digital content. This caused a communication gap between business units and the agencies were unaware of what content had been produced in other areas and what was available for reuse. The goal was to streamline the digital content management process, ensure compliance with pharmaceutical promotional practices and accelerate timeframes. To accomplish this, the client was looking to engage with an experienced consulting partner to provide guidance, advice and to lead the assessment and recommendation phase of the project.

The Solution: Judge Consulting Group's Governance, Risk & Compliance practice was engaged by the client to conduct an assessment on their current content management processes and technology versus industry best practices. Judge was to then generate a set of recommendations focused on streamlining and accelerating the processes. The project focused on the following areas;

- Review of current digital asset management practices against Judge's content management maturity model
- Comparison of current and planned organizational models versus industry best practices
- Review current taxonomy and metadata standards and management practices
- Review of content management infrastructure and current state and planned enhancements

The Result: By working with Judge Consulting Group's team of industry experts, the client was able to achieve the stated goals of completing a comprehensive review and benchmarking of their existing environment against industry best practices. The assessment provided the foundation for the client to move forward with Judge to the next phase of the initiative, which is to develop a prioritized roadmap, architecture and implementation plan to support the marketing department's digital media management requirements.