

A small icon of a pill bottle and a pill.

PHARMA CLIENT

A fortune 500 company and one of the world's leading biotechnology companies with \$25B in 2020 revenue

"CompassX helped us shift from thinking of product content as an outcome of projects, to an asset supporting data product development."

- DIRECTOR, DATA ENGINEERING



BUSINESS FUNCTIONS

- » Research and Development
- » Operations
- » Global Commercial Operations



COMPASSX SERVICE OFFERING

- » Data & Analytics
- » Digital Transformation
- » Product Management
- » Product Enablement



CLIENT SPONSOR

- » Director, Data Engineering

THE CHALLENGE

Our client had a mature data product building capability; however, their data product content was not keeping pace with their technical development. Without a connected content and product strategy, content was disorganized and ineffective. Data product owners, architects, engineers, and business users wasted time locating relevant, up-to-date, and easily consumable product content resulting in more expensive and time-consuming product build cycles.

THE SOLUTION

First, we defined the personas of the target audience: their goals, needs, constraints, and what journeys they would be completing to accomplish their goals. While not obviously critical, this works sets the right focus for content strategy and organization.

Next, we wanted to understand current user behaviors related to content. We examined over 5,000 pages in two different Confluence sites. We collected page-level data to understand who the most prolific authors were, connections between individual pages, and page maturity. We deconstructed the purpose of each page and its effectiveness in helping users develop data products using the information in these pages.

Finally, we developed an ontology and a taxonomy to organize content according to the personas and journeys we identified.

In addition to completing the architecture and design of a future state product content site, we developed an operating model so our client can sustain product content development and ensure that product content matures along with their data products.

THE RESULTS

Our client can now shift from a project-based content mindset to a product-based content mindset, **reducing product development timelines by 20%.**