



Customer Case Study: DMD Marketing Corporation

Customer Profile

Company: DMD Marketing Corp.
Founded: 2009
Corporate Office: Rosemont, IL
Vertical: Healthcare
Employees: 51-200

Industry

A pioneer in healthcare digital communications and connectivity

“DMD has utilized TESCHGlobal as our sole provider of Talend based consulting for the past six months. TESCHGlobal was selected as our vendor based on exacting needs laid out by several directors within DMD. Chosen for their alliance with Talend and their knowledge and approach to partnership based consulting, TESCHGlobal resources have provided critical expertise to DMD as we migrate our workflows to the new platform.”

Jermaine Ransom,
VP Data Services

Over 1 Million HCP Records

Now Managed Efficiently

OVERVIEW

DMD Marketing Corporation (DMD) needed a solution to successfully stage, cleanse, process, and publish large amounts of health care practitioner (HCP) information for its clients downstream to access its credible information on-demand. DMD receives millions of incoming data records regularly from alliances with the American Medical Association (AMA), American Dental Association (ADA), and other Specialty Healthcare Provider Associations, making it vitally important for its business logic, data quality, and accessibility expectations.

By partnering with TESCHGlobal (TG) and selecting Talend's TIC platform, DMD has been able to build a repeatable and scalable modern ingestion framework from legacy stored procedure processes.

CHALLENGES

- Leverage new technology to emerge out of current black-box and legacy systems
- Gain scalability to handle increasing data cleansing and management needs
- Decrease turnaround times for marketing campaigns and efficiently manage growing requirements

TG SOLUTION

- Analyzed business needs and developed robust and reusable processes allowing users to focus on developing core business logic processes
- Legacy processes were divided into separately scheduled data ingestion and delivery channels
- Data validation and cleansing processes were implemented to handle growing datasets and number of records

RESULTS

- Implemented robust data retrieval and transfer processes to efficiently serve a growing number of clients
- Achieved improved collaboration between team members
- Utilizing the TIC platform to accomplish data agility
- Effectively managing projects, users, and artifacts within the HA cloud platform
- Experiencing decreased development turnaround times