RELTIO

Advarra | Spotlight on integration

Turning data into valuable assets:

Making clinical research safer, smarter, and faster

Advarra provides integrated solutions to improve clinical research by safeguarding trial participants, empowering clinical sites, and ensuring compliance.

Advarra chose Reltio Connected Data Platform as its master data management (MDM) solution to unify its data into a single source of truth. And it chose Reltio Integration Hub to enable it to simplify and deliver faster integration with other systems including Snowflake.

Founded
1983

Head Office
Columbia, Maryland

$238 million
in estimated revenues
(privately held)

3,500
sponsors, CROs, institutions, academic medical centers, and research consortia

Meet Advarra: Using data to advance clinical research

Advarra advances the way clinical research is conducted by bringing life sciences companies, clinical research organizations (CROs), research sites, investigators, and academia together at the intersection of safety, technology, and collaboration. It provides integrated solutions to safeguard trial participants, empower clinical sites, ensure compliance, and optimize research performance. Its mission is to make clinical research safer, smarter, and faster.

Critical need to integrate and unify data

Data is the foundation of the advances Advarra is making. Several acquisitions created a disconnected data landscape leading to different versions of the truth. Advarra was looking to unify and connect the data from these many sources to build a foundation for its key initiatives—to use data to bring life sciences organizations, CROs, academia, and others together to make clinical research safer. Advarra selected the Reltio Connected Data Platform to integrate and publish accurate, trusted data into its cloud data warehousing system to improve the accuracy and timeliness of insights used in sales, marketing, and customer interactions.

Advarra is using Snowflake, a cloud-based SaaS platform for data warehousing and other data solutions, to store its data from a variety of data sources. Integrating Reltio and Snowflake was critical to ensure that the new accurate, trusted data be available to the data science team.

Avoiding the costs and complexities of using ETL and iPaaS was a key requirement for the integration solution. The solution had to provide direct integration and suit the skills of its data science team while avoiding additional software and infrastructure expenses and enabling future integrations with its other applications and data sources without significant custom development effort.

Avoiding the high costs of custom integration

There are many solutions available for moving data, but ETL and custom services are generally not well suited to get data from a warehouse into a transactional solution. And other options, like iPaaS offerings, were too costly and time consuming to implement and manage.

Advarra was interested in Reltio's flexible integraton offerings and worked with the Reltio team to investigate our API-first approach, connectors, and the Reltio Integration Hub. With its low-code/no-code capabilities enabling easy development and fast deployment, Advarra selected the Reltio Integration Hub to avoid spending additional time and money to acquire an alternative integration platform and hire and train developers and consultants to design, build, and manage custom integrations. In short, it saw the integration hub as a way to use its existing resources and skills without adding extra infrastructure and costs.

> " The Reltio Integration Hub was integral in helping us connect accurate and trusted data 3X faster than alternative solutions while still enriching data and lowering costs by approximately $100,000!"
>
> **– Sajid Syed**
> Sr. Director, Enterprise Data Platform, Advarra

Driving fast integration and time to value

Advarra integrated Snowflake and Reltio Connected Data Platform with customized data transformation logic that aligned to its specific business rules. The bi-directional data transfer between Reltio and Snowflake enables it to pass data to our solution, where it is cleansed, enriched, unified, and connected to other data sources—then returned to Snowflake. Advarra's data scientists can be confident they always have comprehensive, accurate data as the basis for their insights.

Advarra was able to do all this within Reltio Connected Data Platform without having to worry about separate platforms and environments that it would have to manage and maintain. The Reltio Integration Hub's low-code/nocode approach and seamless integrated experience enables their data science team to create and manage custom integrations and avoids the need of a dedicated data integration team.

With Reltio Integration Hub, Advarra was able to deliver value to the business by creating, testing, and deploying this real-time solution within six weeks. Without the integration hub, the team estimated that it would have taken at least three times as much effort and cost to get the solution up and running. The Reltio Integration Hub helped Advarra to achieve quick time to value with rapid completion of its initial use cases. And it was able to take one more important step toward getting trusted, insight-ready data across their enterprise.

Moving forward to connect new data sources

Now that Advarra has successfully used Reltio Integration Hub to connect Snowflake, it is ready for its next steps, including many opportunities to increase the value of its data by developing new connections to data sources, applications, and data repositories across the organization. It is building a trusted data foundation to serve its goal of improving clinical research by making it safer, smarter, and faster.

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