



SEVEN REASONS TO START BUILDING YOUR HEALTHCARE PRACTICE ON MARKLOGIC TODAY

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MarkLogic is changing how organizations integrate and access their enterprise data. That's great news for healthcare consultants. MarkLogic offers consulting firms new opportunities to serve clients with high-value, high-margin projects that engage their best talent and solve the stubborn challenges of healthcare data integration.



HOW WILL YOUR HEALTHCARE PRACTICE DELIVER VALUE FROM DATA?

We have just lived through a wave of legislative and technical change in US healthcare: the Affordable Care Act, Electronic Health Records implementations, ICD-10, and much more. Healthcare practices have grown and revenue and contribution expectations have grown along with them.

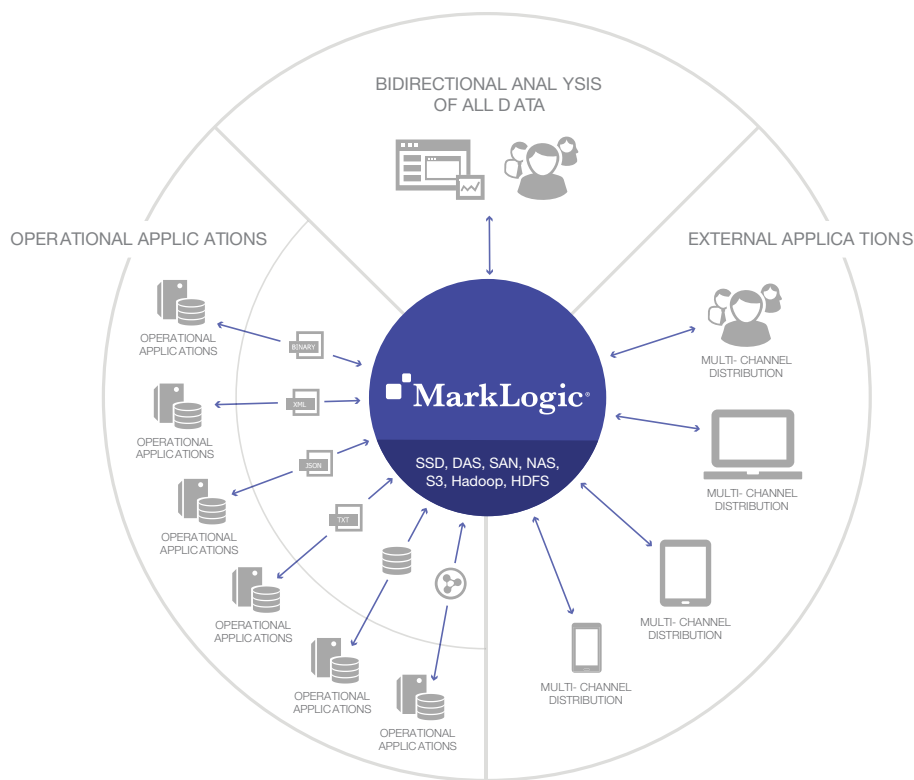
The growth period in healthcare consulting isn't over, but it has brought new competition, new margin pressures, and new levels of client expectation. In particular, clients' attention has shifted from getting systems implemented to determining what they should do with all the new data they're collecting.

Speculation about the value of healthcare data is high, but in the real world implementation is lagging. Clients are struggling to integrate their own internal data, due largely to the difficulties and constraints imposed by the default data technology, the relational database. These struggles are creating the next wave of healthcare consulting opportunity.

#1 | MARKLOGIC IS LEADING A GENERATIONAL SHIFT IN DATABASE TECHNOLOGY

Water, as the expression goes, was not discovered by a fish. We have become so reliant on relational database technology, now 40 years old, that we no longer understand how we are trapped by its limitations. Relational data needs to be separated out into tables, rows, and columns – shredded apart so it can later be laboriously put back together. Relational technology is designed for the systems constraints of the 1970s, when storage was three million times more expensive and “data” meant tabular information from one or two internal systems.

MarkLogic is designed for today's data challenge: integrating and using large amounts of structured and unstructured data that come from both internal and external sources. MarkLogic greatly simplifies the process of integrating data and using it to build applications, while sacrificing none of the reliability we have come to expect from mature relational database products.



#2 | MARKLOGIC'S CAPABILITIES DIRECTLY ADDRESS THE CORE DATA INTEGRATION CHALLENGES IN HEALTHCARE TODAY

Everywhere in healthcare, we see a holistic vision of connected health: streamlined consumer services, payments based on outcomes, clinical improvements from population health data and reduced overall costs. But reality dramatically lags this vision. A primary obstacle is the relational database itself, which makes data integration slow and painstaking.

MarkLogic, conversely, is designed to promote rapid data integration. Data placed in MarkLogic is completely searchable as soon as it is loaded. MarkLogic is able to read and deduce structure from incoming data, making it easier to integrate electronic health records, patient data, geographic and lifestyle information, and other rich data sources that promise new and unprecedented improvements in healthcare delivery. Even embedded, unstructured text data is indexed and searchable, even as it is embedded in records as notes or annotations.

#3 | MARKLOGIC GIVES CLIENTS AGILITY AND RAPID TIME-TO-VALUE THAT THEY CANNOT ACHIEVE BUILDING ON RELATIONAL DATABASES

In the relational database world, integration follows a time-honored process of “extract, transform, and load,” or ETL. MarkLogic changes ETL to ELT: extract, load, and transform. This subtle shift has a huge impact on agility and time-to-value.

MarkLogic consumes and indexes data as-is, making it instantly accessible and instantly searchable. Transformation comes later, and different applications can transform the data only as needed in order to execute their assigned tasks. Loading is immediate, before complex transform mappings are completed. Extensive up-front modeling is deferred or avoided. Massaging incoming data to match a complex target state is no longer a long, slow, painful activity.

With MarkLogic, your clients are no longer held captive to a single target data model that data modelers must slowly and expensively reconsider for every extension, and which every project must recalibrate to once it does change. ELT greatly speeds data

integration, both for individual projects and for the organization as a whole, reducing redundant work and inefficient data spend.

“ MarkLogic customers are solving some of the largest, most complex data challenges in the world.”

Gary Bloom, CEO, MarkLogic

#4 | MARKLOGIC PROVIDES STRENGTH, RELIABILITY AND SECURITY THAT OPEN-SOURCE PRODUCTS CANNOT MATCH

Unlike open-source products such as MongoDB, MarkLogic does not offer its great flexibility at the cost of security or reliability. MarkLogic features ACID (Atomic, Consistent, Isolated, Durable) transactions, which means that the data you put there stays there, in a reliable and consistent state. MarkLogic is also one of only six databases with the coveted Common Criteria security certification, and the only non-relational database to meet this standard.

MarkLogic is also proven on one of the world's largest and most complex data integrations, the Center for Medicare and Medicaid Services (CMS)' Healthcare.gov. Since going live in 2013, Healthcare.gov has supported peak loads of thousands of transactions per second, with 99.9% uptime and as many as 280,000 concurrent users, without any data loss.

#5 | MARKLOGIC OFFERS TRAINING, CONSULTING, AND SUPPORT TO HELP YOU LAUNCH AND DEVELOP YOUR OWN STRONG AND SELF-SUFFICIENT PRACTICE

Our training and professional services organizations are focused on building the enthusiasm, competency, and self-sufficiency of our partners. We offer free training, a certification program, and a co-delivery and oversight model to support your rapid growth.

“ If it were not for MarkLogic, we would have been in a much worse place than we were in October of 2013. In October, when things were bad, we had the option to pivot, to scale out of a poorly written application without the need to rewrite large portions of the app during open enrollment. MarkLogic gave us a set of options that would not have been possible with other technologies.”

Henry Chao, Former Deputy CIO & Deputy Director of the Office of Technology Solutions, Centers for Medicare & Medicaid Services

#6 | MARKLOGIC PROVIDES INTERESTING, LEADING-EDGE WORK THAT HELPS YOU ATTRACT, ENGAGE AND RETAIN THE BEST DATA AND ANALYTICS TEAM MEMBERS

By all accounts we have entered the age of big data – but often we hear more enticing hype than we see actual value. Real-world organizations, particularly in healthcare, remain trapped by their data silos and by the difficulty of integrating relational data.

MarkLogic represents a fundamental shift in how data is collected and handled – its architecture is designed to manage large and diverse data loads. Big data functionality is part of its core architecture, not a retrofit added after the fact. MarkLogic gives your strongest data practice members a chance to solve substantial, large-scale challenges for your biggest clients, using a proven technology that is robust and reliable.

#7 | MARKLOGIC GENERATES STRATEGIC PROJECTS THAT GROW REVENUE AND DRIVE MARGIN TO THE BOTTOM LINE

MarkLogic is not for departmental “science projects.” MarkLogic is a high-performance system with enterprise features to address enterprise needs. We support our partners in building small pilots to impress customers, but the majority of our implementations are for large transformative projects like operational data

hubs and logical data warehouses. Our technology applies across the enterprise and is potentially relevant to every business line and corporate function.

Beyond the specific project, MarkLogic implementations always carry the potential for disruptive change – new ways of thinking about data modeling, data strategy and data governance. A practice built around, or including, MarkLogic leads to higher-level, strategic engagement with your customers. MarkLogic projects also provide the superior returns associated with an emerging technology, rather than the dwindling margins associated with 40-year-old relational databases.

THE TIME TO START IS NOW

MarkLogic is not an experimental technology. Its visionary creator started designing for today’s data challenges over fifteen years ago. MarkLogic is stable, mature, and ready to handle your clients’ largest and most complex data challenges.

To start your healthcare practice’s journey on MarkLogic, contact us today.

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