

# Business Analytics: Capabilities

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April, 2020



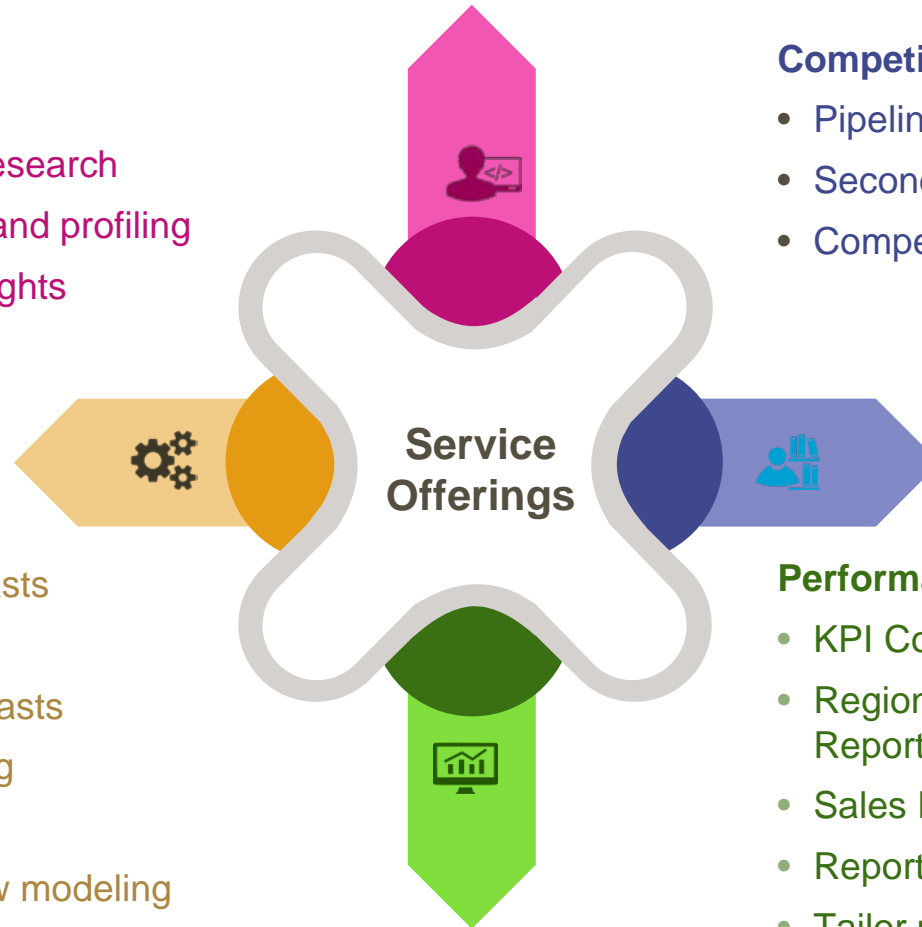
# Our service offerings landscape spreads across marketing and sales and performance analytics

## Market Research

- Pricing study
- Brand perception research
- Opportunity sizing and profiling
- Payer segment insights

## Forecasting

- New Product Forecasts
- BD&L Forecasts
- Inline Product Forecasts
- Strategic Forecasting
- Launch Forecasting
- Dynamic Patient flow modeling
- Forecast tool and enterprise platform
- Predictive Analytics



Service Offerings

## Competitive Intelligence

- Pipeline Assessment
- Secondary Conference Support and Tools
- Competitor Analysis and Monitoring

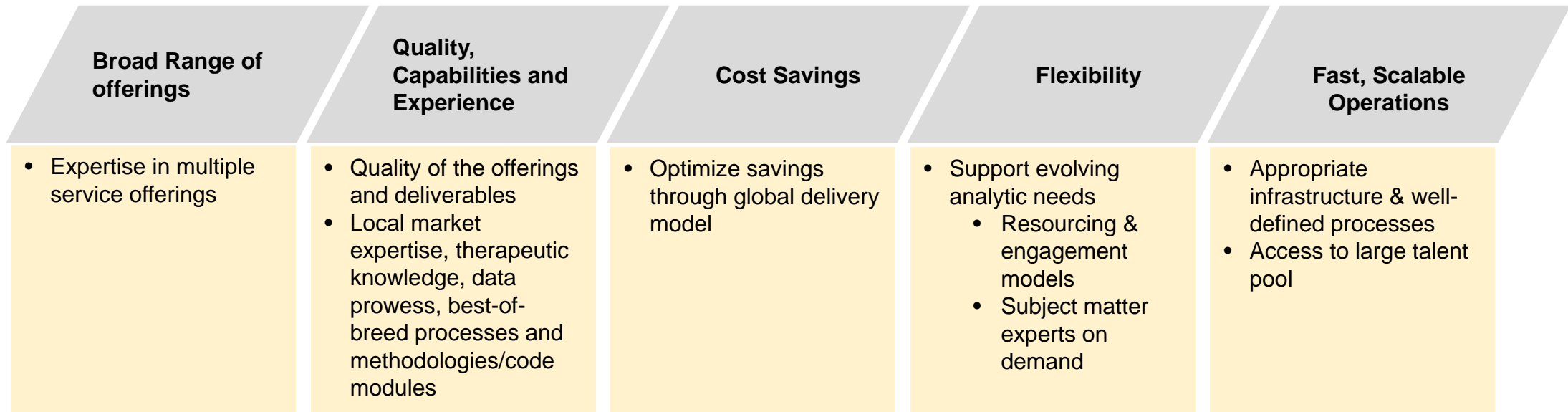
## Performance & Reporting Analytics

- KPI Consulting
- Regional/Global Market Performance Reporting
- Sales Reporting
- Reporting Dashboards, Tools and Platforms
- Tailor made reporting for C- level executives

# Who are our Clients and how we Support them



# Why you Need us ?



# Our Support

- Opportunity assessment (Business Development)
  - *Portfolio / franchise / brand value assessment*
  - *Valuation of companies for acquisitions*
- Strategy crafting
  - *Assessment of strategic alternatives*
  - *Allocation of medico-marketing and sales investments*
  - *Market access strategy (at national and area levels)*
- Product life cycle performance
  - *Go-to-market strategy*
  - *Mature products performance*
  - *Adaptation of pricing strategy*
- Defense strategies vs. new entrants
- Strategic partnerships (e.g. licensing)

# We draw from our diverse and unique capability set to create custom client solutions



**CONSULTING**

PROVEN  
THOUGHT  
LEADERSHIP IN  
THE INDUSTRY