

Think i- WHITE PAPERS

- **White papers also known as Grey Literature**
- These are documents which provide a philosophy or an approach on the implementation of a new idea, which could be integrated with a product or service.
- A white paper would comprise of a **research methodology** and a **marketing prospect** which would tell us how this new idea would reach different segments of industry.

For example In order to sell a product based on artificial intelligence, your clients need to first understand what is artificial intelligence, how does Robotic process automation work, what is machine learning and its significance is in Intelligent Automation.

In other words

'Before we sell a product based on technology, your client needs to first understand what that technology is ...'

White papers are important because

- They act as brochure providing a succinct summary on the **need of the service**
- By showing a comparative analysis of how the system was working **before the implementation of the service** and **what changes do we see after the implementation of service**.

What is a service?

A service may be defined here as anything that adds value to a product, it may technology, regulation, infrastructure etc....

A white paper would have an **evidence based research**, conducted using various parameters which would help us to infer **how the service would be implemented** to meet the desired outcome.

For example: As a MAH if you are looking for a database which provides cloud based-user friendly, fully validated technology solutions for pharmacovigilance.

You would need to first need to know how a pharmacovigilance database functions, the significance of good automation manufacturing practices (GAMP 5), need for E2B (R3) validation, in a nutshell you must know **what your precise business need is!**

With pharmacovigilance market estimated to touch *8 Billion dollars by 2022*, we may see an uproar of IT firms investing in developing digital health system. A White Paper would **serve as a bridge** facilitating the transfer of knowledge and wisdom between the MAH and Service firms opening doors for **De Novo business intelligence**.


We at Think i believe that a White paper should be at the forefront for discussing business strategies and initiatives for innovating ideas



Our Team

Our team comprises of subject matter experts from Pharmacovigilance, Clinical research, academic and corporate training industry.

We have been known to be leading experts in developing White papers for many Pharmaceutical companies, Contract research organizations and technology firms, meeting 100% service level agreements.




Our Research Methodology

When developing white paper our **research methodology** involves

- Intricate literature searches however we don't restrict ourselves to just desk research
- We also make sure to debate and discuss with Industry experts, stakeholders and professionals understand their viewpoints on the real time implementation of the service
- **Without disclosing the objective of service thus maintaining confidentiality and Client Privacy.**

*Our White Papers are not only enclosed with detailed researched content, however we also provide a **complimentary Infographic** on the White paper, which as a business strategist or entrepreneur you would like to use it as a product brochure.*



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