Commercial

- Forecasting and valuation
- BI dashboards
- Marketing and digital services
- Sales analytics
- Market access

Commercial

Strapline: Unlocking commercial success with data-driven insights.

Forecasting

Strapline: Align R&D portfolio investments with commercial outcomes

Pharma R&D executives require real-time visibility into pipeline health. Our proprietary forecasting solution offers an intuitive and comprehensive view of the full pipeline, enabling R&D decision makers to monitor project progress, resource allocation, and financial performance in a single, user-friendly interface.

The dashboards are customizable, allowing executives to tailor views based on their specific needs. From pipeline analysis and portfolio performance to resource utilization and risk assessment, our solution provides a 360-degree perspective on R&D operations. This not only streamlines decision-making but also fosters collaboration and transparency across globally distributed R&D teams.

Our forecasting solution is built on the foundation of advanced predictive analytics, providing R&D executives with the tools needed to anticipate trends, mitigate risks, and optimize decision-making. By leveraging machine learning algorithms and predictive modeling, our platform analyzes vast datasets, extracting valuable patterns and insights that empower executives to make informed choices at every stage of drug development.

The forecasting module goes beyond traditional methods, incorporating real-world evidence, clinical trial data, and market trends. This holistic approach not only enhances the accuracy of predictions but also enables proactive decision-making, allowing R&D teams to pivot strategies swiftly based on evolving market dynamics.

Enhanced decision making: Empower the team with consolidated data to monitor and evaluate project performance and development scenarios. Automated data aggregation & report generation saves valuable time to focus on strategic initiatives.

Advanced risk management: Receive timely alerts and access project-level details to proactively mitigate risks and their impact on the portfolio. Foster a culture of accountability and transparency where all portfolio stakeholders have access to real-time project data to better manage their contributions.

Scalability and future readiness: Easily scale and evolve dashboard features and prediction capabilities as your organization increases alignment and expands the use of decision dashboards.

BI dashboards

Strapline: Actionable analytics for strategic commercial decisions.

We help you transform siloed organizational data into strategic insights through business intelligence dashboards. We leverage statistical modelling and machine learning to help you uncover intelligence beyond surface-level metrics. Executives can track KPIs like campaign ROI, pipeline health, and forecast accuracy over time. Custom filters allow you to analyze data and distil insights by region, brand, team, and product segments.

With our BI dashboards, you can detect early warning signs, optimize resource allocation, forecast more accurately, and respond quickly to market changes. Our flexible delivery models allow you to leverage BI either as a managed service or self-service software.

We understand that regular dashboards may not be able to meet the requirements of a large, globally distributed team, hence we have flexibility and customization built into our offering. We help your teams go beyond basic metrics by leveraging statistical modeling, predictive analytics, and machine learning algorithms to surface key trends, relationships and opportunities hidden within your data. Users can easily filter and segment KPIs by business unit, product, region, customer type and more to gain targeted insights that inform strategic planning.

Intelligence: Empower your commercial teams by providing them with vital insights to drive decision making. Robust permissions and access controls ensure alignment to your business needs and compliance standards.

Insights: Get actionable insights for any metric at a click, be it performance vs targets for revenues, market share, or messaging effectiveness. Isolate and diagnose root causes to drive remedial actions. Access analytics that empower your teams make data-driven decisions on-the-go.

Impact: You get operational visibility across your commercial operations through visually intuitive, interactive dashboards. KPIs can be monitored in real-time across dimensions like products, HCP engagement, and sales channels.

Marketing and digital services

Strapline: Drive performance with data-driven marketing intelligence.

Marketing teams are struggling to drive brand preference, engagement, and revenue alignment. Our marketing and digital services helps you optimize your marketing mix, messaging resonance, HCP engagement. We leverage your existing data generate actionable strategies addressing the unique challenges in clinical, regulatory, and access dynamics, helping you create marketing programs that are globally compliant and locally relevant.

Whether it is about building cohesive messaging platforms powered by patient insights or developing an analytics dashboards tracking HCP targeting, our solutions are designed to support agile decision making. Our augmented intelligence tools guide you for developing content, personalization, attribution and engagement across the entire lifecycle.

Market research: Leverage audience intelligence and discovery (HCP and patient), channel modelling and execution to power the right strategy using our AI-led market research services.

Market and channel strategy: Choose the right elements in the promotional mix to drive revenue, align internal teams, and gain market traction. Our statistical models help you optimize your campaigns to find the right channel mix, creative personalization, and monitor spend allocation.

Campaigns and monitoring: Create multiple digital touchpoints based on audience data, powered by intelligent targeting and personalization.

Engagement and experience: Use analytics, expertise, and insights to drive more productive physician engagement programs, CME interventions.

Market access

Strapline 1: Unlocking market access with real-world evidence and insights.

Therapy launch success is built on the backbone of a robust market access strategy. Market access teams face increasing pressures from government, HCPs, medical associations, patient groups while having to negotiate heterogenous regulatory and reimbursement pathways, managing payer and providers expectations, driving partnership arrangements and contracts.

Our market access solutions help you drive more effective product launches, with recommendations for pricing, contracting, and reimbursement strategies built in with real-world data and analytics. We help you build evidence from claims data, EMR records, and specialty datasets linking your therapy to improved health outcomes and cost savings.

We help you quantify the budget impact and develop clinical value proposition to drive successful payer negotiations. Our market modeling and forecasting services help project population disease burden, treatment dynamics, and estimated budgetary impact for various scenarios. Our advanced analytics and modelling frameworks help you identify optimal pricing scenarios, predict regional formulary access, and develop messaging that resonates with payers. You can assess competitive landscape and advise on contracting tactics and channel mix to maximize market share. Our post-launch services include support for tracking prescription trends, treatment adherence, and real-world outcomes to support continued access and positive reimbursement.

Market access strategy: We help you drive your market access strategy from clinical development to post-patent expiry across diverse disease areas, market characteristics, regulatory guidelines. Whether it is payer contracting, developing a patient support strategy or healthcare policy impact assessments, our market access program helps you communicate therapy value to all stakeholders with data, expertise and technology.

Value Development: Create a compelling therapy value proposition, leveraging evidence generation planning, market intelligence to create comprehensive evidence roadmaps.

Optimization: Leverage i2e's proprietary methodology and domain expertise to answer what-if scenarios. Shorten time-to-analysis by modelling critical market access questions that determine gross-to-net conversion. Analyse impact of complex contract and pricing changes in days, not months.

Decision support: Right from driving effective negotiations with payers and providers, developing an overarching pricing architecture, to product specific pricing strategy, leverage our decision support to drive consensus on cost impact and benefits between regional offices and country systems.

Sales analytics

Tagline: Drive sales excellence by connecting data, analytics and expertise

Our sales analytics solution improves sales RoI by helping you create a sales analytics center-of-excellence. Right from strategy to reporting optimization, our sales analytics solution helps drive performance, benchmarking, forecasting to identify growth opportunities. We analyse data from multiple source points, field activities, industry/market trends, sales drivers, and opportunities to enable sales decision makers decide resource allocation, field force sizing, territory alignment, incentive strategies and recommendations for optimizing RoI. With seamless CRM integration, user-friendly dashboards, and a dedicated analytics team, we help you drive sales excellence.

Strategy: Drive capital budgeting and investments and track RoI from omnichannel sales. Forecast brand performance, track promotions strategy and HCP engagement.

Sales Intelligence: Analyse factors influencing prescription behaviour, anomaly detection, threshold-based alerts. Increase KOL alignment with predictive intelligence by analysing KOL behaviour.

Operational excellence: Drive call plans, field insights, call plan adoption, customized outreach cadences for HCPs.

Insights: Actionable sales insights to understand prescription behavior, drive custom messaging, and drive brand performance.