

Offering	Sub-offering	Strapline 1	Strapline 2
Strategy and consulting		Helping you maximize value from investments, innovation, and insights	Driving alignment between science and business
	Strategic portfolio management	From pipeline growth to topline growth	Strategic precision for scientific innovation
	R&D portfolio management	From ambiguity to clinical certainty	Prioritizing R&D investments with insights
	Portfolio decision analytics	Aligning portfolio value with organizational value	From insights to impact
	Medical affairs	Get evidence, analytics and insights to drive medical organization excellence	Innovate with impact in mind.
Business Research		Better evidence for faster decision making	Precision, insight, and excellence.
	Competitive intelligence	Creating limitless possibilities with insights	Be better informed
	Early warning systems	Build resilience and preparedness	Anticipate, adapt and thrive.
	Market assessment	Optimizing access and reimbursement with real-world evidence.	Navigate market access with confidence
Business Development and Licensing		Powering partnerships with data-driven deal insights.	Accelerate alliances, growth, opportunities.
	Indication and Asset Prioritization	Strategic prioritization for high-value opportunities	Accelerating success through smart prioritization
	Target Product Profile (TPP) & Partnering Package Preparation	Unlock asset potential and convey differentiation through analytics-powered TPPs.	Positioning you for deal success
	Forecasting and valuation	Navigating deals with precision forecasting and valuation.	Drive forecast excellence and valuation accuracy.
	Partner Identification and reach out	Discover strategic partnerships that accelerate growth	Targeting partnerships with data-driven insights and engagement.
Commercial		Unlocking commercial success with data-driven insights.	Strengthen efficiency, drive compliance, streamline experiences.
	Forecasting and valuation	Align R&D portfolio investments with commercial outcomes	From insights to impact
	BI dashboards	Actionable analytics for strategic commercial decisions	Do more with less data.

	Marketing and digital services	Drive performance with data-driven marketing intelligence.	Amplify impact with data, intelligence and insights.
	Sales analytics	Drive sales excellence by connecting data, analytics and expertise	Precision strategies for pipeline growth
	Market access	Unlocking market access with real-world evidence and insights.	Drive market access excellence through insights and intelligence.