

# CASE STUDY – 10EQS CrowdSolved Go-To-Market Strategy

## Global Pharmaceuticals Tactical Playbook Support

### BACKGROUND

- A global pharmaceuticals company had a strong market position for a specific drug, but the patent was about to expire. The client wanted to develop a tactical response program to maximize sales and profits in specific geographies across the Americas, Europe, and APAC. They needed to determine optimal drug grouping by market, and to choose the most effective brand defense play.

### 10EQS APPROACH

- 10EQS crowdsourced experts to gain insights into best practices for brand defense in specific geographies, key market characteristics of those geographies, as well as the pros and cons of short- vs. mid-term tactical plays for the client. A sample of crowdsourced experts included:
  - Over 20 years of in-country pharma marketing exp., incl. Henkel, BMS, Pfizer, Schering Plough
  - KOL, acknowledged global expert on generics landscape and strategy; 25 years in pharma/biotech, IMS, Dr. Reddy's Laboratories, Rhone-Poulenc Rorer

### KEY STATS

**Project Type:** Go-To-Market Strategy

**Delivery:** 4 weeks

**Team:** 1 Collaboration Manager, 1 Associate Collaboration Manager, 1 Business Analyst, 25 Experts



### RESULTS

- 10EQS provided specific guidance on how to enhance revenue/price on a country-by-country basis given local conditions.
- Recommendations included top-down and bottom-up options, based on 8 market parameters (e.g., regulatory position and economic outlook) that had been defined over the course of expert interviews.
- 10EQS also provided an Excel price/volume sensitivity model to forecast the revenue and profit impact of the recommended options.