

The Challenge



Expanded, unused data, emerging technologies and techniques = reevaluation of how life sciences companies generate and interpret insights.



Epidemiology
 SFE **Digital Marketing** CLM
Customer 360 Pricing and Payer
 OL Influence Mapping **Clinical Operations**
 HEOR **Patient Journey**
 Social-Media Marketing

The Opportunity

Where will a big data solution have the greatest impact?



Constraints



Intensive time and effort for insight generation



Challenging to integrate new data sources



Cost prohibitive and time limiting

Big Data Tech Advantage

20X

Process 20 times the **VOLUME** of data

20X

20 times **FASTER**

20%

At 20% of the **COST**

Insight Generation



Insight Interpretation



Adoption of the Service



A big data solution can provide

- + New business insights
- + Improved efficiencies
- + Flexibility in analytics
- + Deeper understanding of the customer
- + Recommended actions
- + Value definition
- + User stories

The Benefit of Big Data

Big data benefits can be an accumulation of small wins.

