

How To Win in a Competitive **Pharma** Market

If you want to win in a competitive pharma market, you need a best-in-class Competitive Intelligence (CI) program which includes tracking and analyzing information related to your competitors with the intent of empowering internal stakeholders to generate insights that can facilitate the decision-making.

To have a best-in class CI program, you need to have an efficient CI process that can help you achieve the **3 most crucial goals**



Stay focused on the most important information

To bring all the diverse and disparate primary and secondary research data together, AI and machine learning-enabled technology platforms can automate the data collection and curation process.



Spend more time on generating insights

Natural language processing (NLP) and machine learning (ML) offer automated tagging and creating pre-built or customized visualizations so that your CI team can spend significant time on developing insights rather than on the organization and visualization the data.



Share the insights and make them accessible within the organization

CI tools offer a searchable knowledge repository to access a variety of data, information, and insights, and the ability schedule and deliver information based on selected insights both internally and externally.

DATAZYMES INTELLIA

The Single Source of Truth for your CI team