

Lifesciences & Pharma Analytics



Accelerate Your Business Automation using AI & Data Storytelling

Analytics is Pivotal to Pharmaceutical Innovation

Research & Development

Make New Discoveries Faster

AI can cross-reference large data sets of alternative information sources like clinical trial information with published scientific literature, enabling new discoveries within months instead of years.

Faster, Safer & Cost-Effective Clinical Trials

AI algorithms can leverage natural language processing to automate manual tasks & optimize clinical trial data archival in real time, significantly improving clinical development outcomes & reducing costs & cycle times.

Significant Cost Savings

AI-enabled technologies like NLP & OCR can accelerate the investigation process, leading to millions of dollars in savings.

Develop Superior Products

AI can help analyze social media data, medical inquiries, feedback & complaints, enabling patients to have a say in developing better products & services.

Operations

Enable Companies to Quickly Respond to Market Trends

AI can help organizations make better demand & supply predictions, enabling them to improve product innovation & minimize disruptions.

Sales & Marketing

Improve Omnichannel Marketing Messaging

AI can extract insights from rich data sets & patterns to recommend the best course of action to sales & marketing executives.

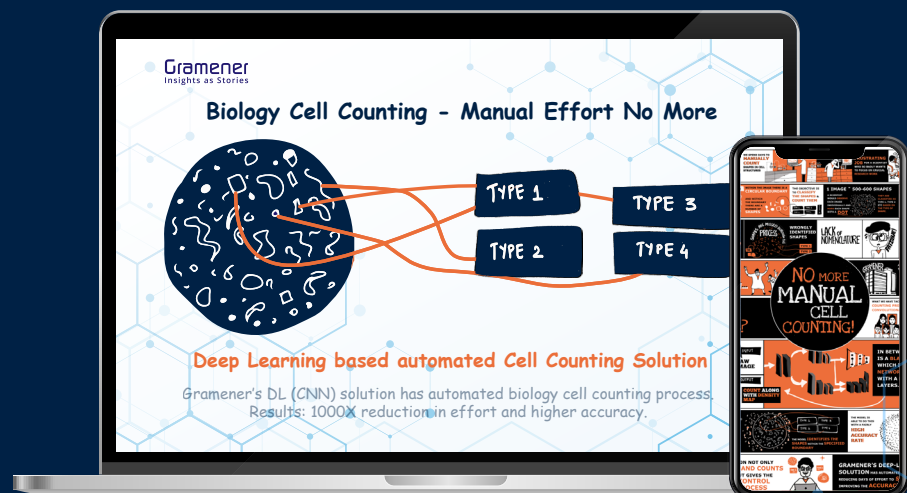
Enabling Functions

Smart Insights that Drive Business Success

AI analytics engines can generate invaluable insights from factory sensor data, helping pharmaceutical companies predict quality control issues, identify process bottlenecks & take corrective measures.

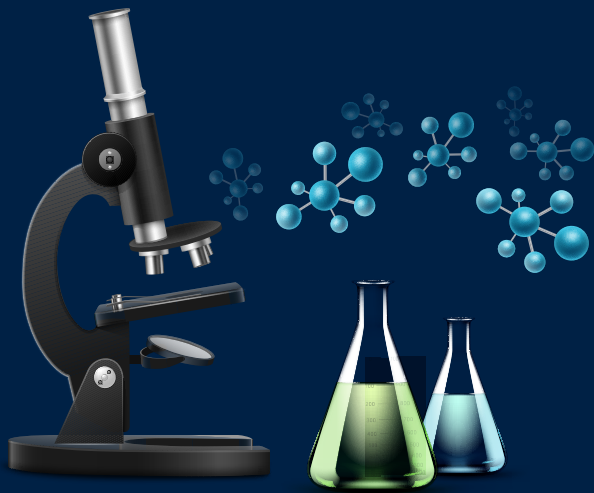
Cyber Security & Protection

AI-driven solutions can improve prediction & threat intelligence, & vastly reduce detection & response turnaround time, helping cybersecurity experts.



A Proven Track Record of Delivering Successful Pharma D&A Solutions

We have leveraged AI technologies such as ML, NLP, NER, & computer vision to improve drug research & development, operations, and sales & marketing.



Research & Development



- ✓ Customizable data redaction tool with > 80% accuracy across NER models
- ✓ Use NLP to scrape, analyze & mine >1 Mn medical articles to identify relationships between drugs, diseases & target proteins

Pharma Operations



- ✓ Monitor, simulate & predict manufacturing process outcomes, affecting \$2 Mn in reduced drug usage & increased yield
- ✓ Clinical trial document migration within different databases using NER & NLP to identify & classify documents in accordance with DIA eTMF 3.0 industry guidelines

Sales & Marketing

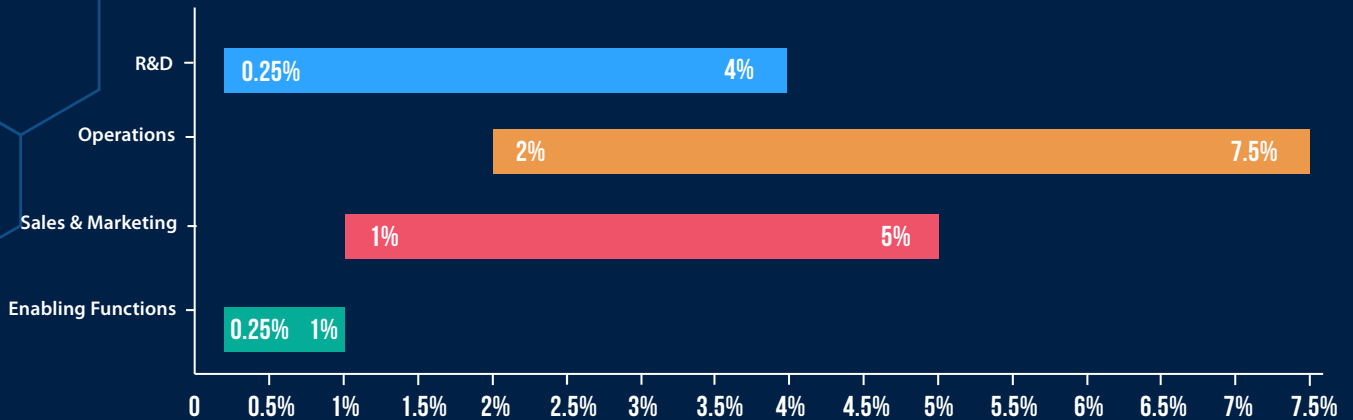


- ✓ Tree-based data analytics models to identify & implement combination of sales incentives, resulting in a 3% improvement of efficiency
- ✓ Clustering & recommendation engine-analysis of Retail Chemist Prescription Audit (RCPA) to identify impactful sales promotions, with 9% jump in redemption behavior

Analytics can Improve Every Step of the Pharma Value Chain

Data & analytics can add value to every facet of the pharma business – enabling functions, R&D, S&M, operations, etc. It can boost the bottom-line by as much as 7.5%.

Bottomline Impact Range (% Sales)



Why Gramener?

- ✓ Time-tested pharma domain expertise
- ✓ Unparalleled tech knowhow
- ✓ Proprietary low-code platform
- ✓ ROI-focused data science solutions
- ✓ Building solutions that build relationships
- ✓ 10+ years of crafting success stories

How can Gramener Create Value for you?



Help leadership teams build data-first organizations



Develop a D&A roadmap with high-impact use cases



Formulate D&A functional design, technical approach & business ROI



Help establish a D&A Center of Excellence (CoE)

"Explore our pharma AI solutions" with <https://gramener.com/pharma-ai-solutions/>