

**Case study | Cortellis Competitive Intelligence**

# Competitive research tool drives targeted pipeline decisions

**U.K. consulting team guides customers in discovery and licensing investments**

Quality, timely market information is fundamental to determining new product development for targets and indications. Specializing mainly in central nervous system targets and therapies, a small U.K.-based company that provides research services to biopharma customers across Europe was looking for answers to guide its clients' future drug pipeline and licensing decisions.

**Accurate, comprehensive, validated, up-to-date**

The consulting firm needed to support customers' decision-making by providing research reports that are accurate, comprehensive, validated and based on the most recent possible market intelligence. On the basis of the research, customers can determine whether their ideas for new product development or license applications are relevant to the market and promise return on investment, while also not infringing on existing patents or conflicting with what other developers were doing.

To satisfy all these requirements, the company's executive team needed a complete picture of the competitor landscape before committing to any investment in drug research and trials.

Initially, the business was looking to develop new ideas for drug discovery programs and realized that a database of competitor information was a prerequisite for swift and reliable research. Armed with the most efficient market intelligence search facility, it could also offer better service to customers.

And while this intelligence could be found through a laborious and time-consuming internet search, it was important for the firm to be able to respond as quickly as possible to customers' research requests — both to build a reputation for efficiency and thoroughness, and to optimize use of senior management's time.

# "The quality, accuracy and depth of information creates a total picture on which my customers can wholly rely."

Lead consultant, U.K.-based research consultancy

## Learning that a CNS competitor was five years ahead

The business turned to Cortellis Competitive Intelligence™ to gather information for its customers in a fraction of the time it would take to research manually. By understanding what competitors are doing and how the industry is performing, customers can avoid costly mistakes. For example, research on behalf of a customer looking to develop a drug to treat a specific central nervous system condition revealed that another producer was already five to six years ahead in its discovery program. The customer switched its line of research to focus on a different indication.

For this business operating in a highly competitive environment, there are clear advantages of having an expertly curated market database in its research armory. The company's reports are highly valued by its customers for the comprehensive intelligence and depth of insight they deliver. As a result, the business's professional reputation has been enhanced, which in turn increases the possibility of ongoing business and word-of-mouth referrals.

The lead consultant describes Cortellis as "... a Rolls-Royce product: the quality, accuracy and depth of information creates a total picture on which my customers can wholly rely." The valuable features he notes include:

- Quick access to a complete picture of the competitive landscape for use in drug pipeline analysis or competitor intelligence studies
- Information on indications, targets, patents and companies – all expertly curated and available in a single source
- An intuitively structured presentation that enables faster evidence-based decision-making

For more information on how Cortellis Competitive Intelligence can help you make better portfolio decisions, visit our website at:

[clarivate.com/cortellis](https://clarivate.com/cortellis)

