



Driving smarter portfolio decisions in a competitive generics market

How a global generics and API manufacturer transformed portfolio strategy with Cortellis Product Intelligence

A global leader in generics and API manufacturing — operating across multiple therapeutic areas — faced mounting pressure to manage a complex portfolio and identify growth opportunities in increasingly saturated, fast-moving markets. They needed a sharper view of competitors, partners, and patents, backed by trusted data to drive confident, strategic decisions.

Key challenges

Managing a large, diverse product pipeline had become increasingly difficult due to tightening regulations, pricing pressures, supply chain disruptions, and intensifying market saturation. These dynamics made it harder for this pharmaceutical manufacturer to spot high-value

opportunities, plan timely launches, and prioritize resources effectively.

Without clear visibility into key factors like API suppliers, patent status, and market performance, the company risked delays, missed launch windows, and misaligned investments — limiting their ability to compete and grow in a fast-changing global landscape.

The Cortellis solution

To address these challenges, Clarivate partnered closely with the organization's cross-functional teams, including API Sourcing, IP, R&D, Portfolio Management, Business Development, and Regulatory Affairs.

Cortellis Product Intelligence helped them:

- **Identify new product opportunities** through global API supplier and competitor intelligence
- **Optimize launch planning** informed by global filing and approvals data
- **Mitigate risk** using robust exclusivity and patent insights
- **Evaluate commercial viability** based on pricing and consumption trends

The value delivered

Cortellis Product Intelligence now empowers the organization's teams to:

- Enter key markets faster
- Prioritize resources more effectively
- Strengthen partnerships across the value chain
- Make confident, data-driven portfolio decisions

**More than data access, it's
a foundation to enable a smarter,
more resilient growth strategy in the
ever-changing generics landscape.**

Discover solutions at:

clarivate.com

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