Clarivate™

Accurately forecasting pipeline movements and timelines

A global pharma company needed to accurately forecast pipeline movements and timelines, and spent considerable time and expense gathering and analyzing data from multiple sources.

To overcome these challenges, the company turned to Cortellis Competitive Intelligence™ because it features more pipeline data — including early phase — than anywhere else.

Using key features such as the patent pending Cortellis Drug Timeline & Success Rates tool, which uses statistical modeling and machine learning to generate more accurate pipeline forecasts, this organization has been able to:

- save four to five hours per week due to increased productivity,

- reduce the expense of gathering and analyzing data from multiple sources,

- anticipate market changes that could have potentially impacted its portfolio and investments,

- generate pipeline forecasts and drug attrition rates and

- track performance of its assets against competitors.

"Cortellis Competitive Intelligence
helps me research drug profiles
such as timeline, mechanism of action,
sales forecast and more. I start there
when I investigate pipelines."

Analyst / Researcher,
Top 50 global pharma company.

For more information on how Cortellis Competitive Intelligence can help you
grow your business and stay ahead of the competition visit our website at:

clarivate.com/competitiveintelligence

This case study is based on a March 2020 survey of
Cortellis Competitive Intelligence customers by a third-party research service.