Clarivate™

Case Study | Cortellis Competitive Intelligence™

Driving strategic decisions with accurate pipeline forecasts

Pharmaceutical company Alfasigma struggled to accurately forecast pipeline movements and timelines.

To overcome this challenge, the company selected Cortellis Competitive Intelligence™ because it offers more pipeline data than anywhere else — more than 73,000 clinical development programs.

Alfasigma typically uses Cortellis Competitive Intelligence's comprehensive search tool, which is organized, indexed andexportable to multiple formats, to generate pipeline forecasts and drug attrition rates.

Cortellis Competitive Intelligence has helped Alfasigma to:

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

save two to three hours per week through increased productivity and

reduce the expense of gathering and analyzing data from multiple sources.

"Through Cortellis Competitive Intelligence we have the most reliable and updated source of drug intelligence to drive our marketing and business development strategic choices."

Massimo Orlando,
Department Head, Alfasigma SPA

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.