

Case Study | Johnson & Johnson

Making data driven decisions with reliable intelligence

Johnson & Johnson (J&J) experienced difficulties keeping up to date on the global drug pipeline and spent considerable time and expense gathering and analyzing data from multiple sources, so it turned to Cortellis Competitive Intelligence™ for help.

J&J's top drivers for subscribing included:

- More pipeline data than anywhere else - 73 K+ pipeline drug programs
- More early phase pipeline data than anywhere else - 20 K+ assets
- Depth and breadth of global coverage - drug programs and companies from 100+ countries
- Accuracy and timeliness of data

Cortellis Competitive Intelligence has helped J&J to:



Save 4-5 hours per week due to increased productivity



Apply reliable data to confidently make strategic decisions



Anticipate market changes that could have potentially impacted its portfolio



Identify and monitor competitive threats and finding white space

"Cortellis Competitive Intelligence has saved my organization considerable money as we've reduced the expense of gathering and analyzing data from multiple sources."

Qianqian Xing, Information Professional, Johnson & Johnson

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

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