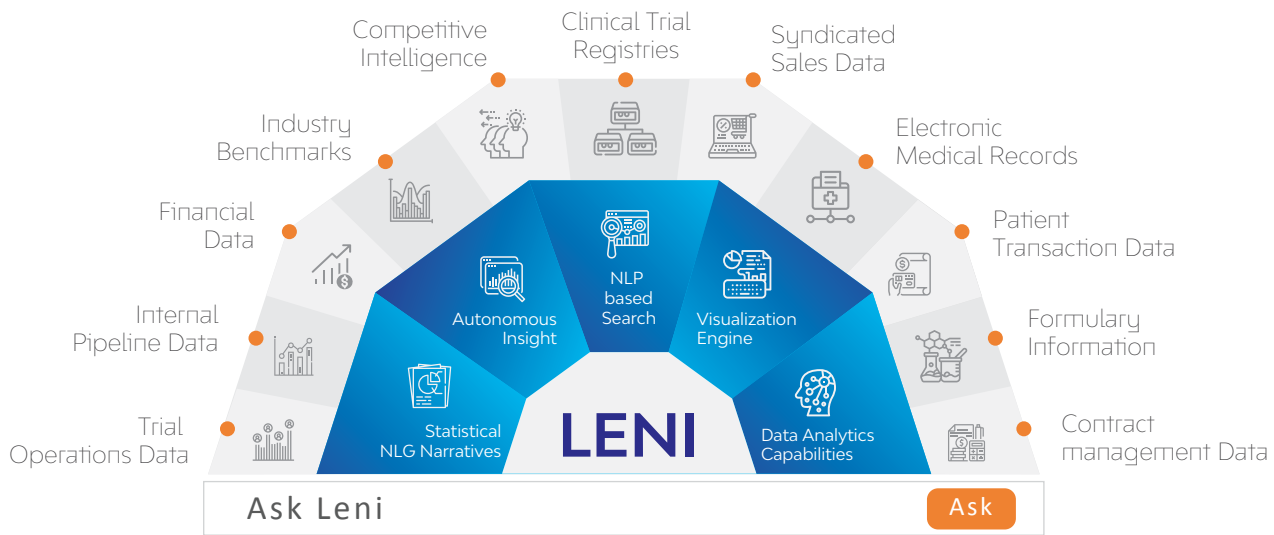# Driving Business Outcomes for Pharma Enterprise

Augmented Analytics in Pharma-
A Prescription for Success

The pace of digital change has created a need for healthcare and pharma CIOs to get help seeing around corners, avoiding pitfalls, managing uncertainties, being future-ready and learning from the best.

Competitive Intelligence · Clinical Trial Registries · Syndicated Sales Data · Industry Benchmarks · Electronic Medical Records · Financial Data · Patient Transaction Data · Internal Pipeline Data · Formulary Information · Trial Operations Data · Contract management Data

Autonomous Insight · NLP based Search · Visualization Engine · Statistical NLG Narratives · LENI · Data Analytics Capabilities
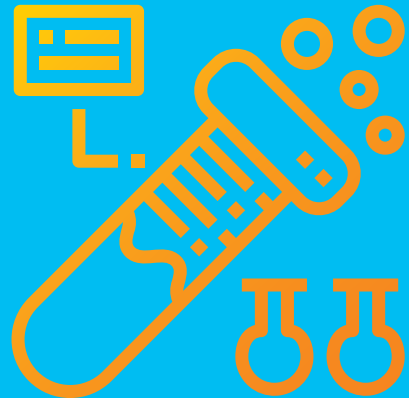
Ask Leni · **Ask**

Leni, the world's first virtual analyst augments data intelligence for pharmaceutical organizations. It helps to undertake insights discovery and predictive insight generation through natural language search and autonomous business signals, while solving for data variety, business ambiguity and analytics complexity.

Leni Use Cases Canvas- Lifescience

OPERATIONS	COMMERCIAL OPS	R&D
Application Management	Market Dynamics · Promotional Response Platform	Portfolio Management
Quality Management	Pre -Call Platform · Sales Force Execution & Performance	Competitive Intelligence
Working Capital Optimization	Payer Analysis · Medical Insights	Portfolio Prioritization
	Outlier Detection · Formulary Access	

Leni In Action

De-risking the time to market for a global Pharma major's R&D division

The Challenge

- Manually intensive and repetitive clinical trails' project planning and monitoring

- Lack of standardized benchmarking practices

- Inability to gauge the probability of success of ongoing and new studies

How Leni Helped

Leni empowered the R&D portfolio managers with:

- Visual synopsis of the project and its details by monitoring the critical KPIs

- Ad-hoc querying capabilities through an NLP based search to identify project risks.

- Project simulations with desired attributes to forecast timelines, cost, and budget via Monte Carlo simulations

How Leni Created Impact

Saved 190 person months a year effort

in existing portfolio analysis
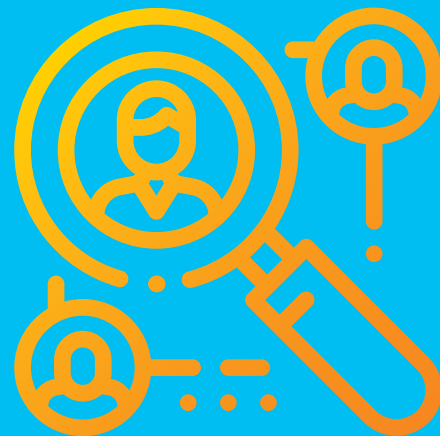
Saved 10 person months a year effort

in new project setups and risk assessment of ongoing trials

Improved consistency

in planning of new studies.

Leni In Action

AI powered anomaly detection for a global Pharma company

The Challenge

- Disparate data sources requiring different levels of data and sanity checks

- Fragmented, manually intensive and repetitive methods of anomaly detection

How Leni Helped

Leni worked as a centralized AI based autonomous anomaly detection system that

- Used sophisticated mix of algorithms to identify and reason data anomalies

- Designed a three-step approach of identifying "What" "Where" and "Why" of data anomalies for historical data deviation , data loss/addition and latest data deviation.

How Leni Created Impact

Redeemed approximately 2,400 data stewards' hours
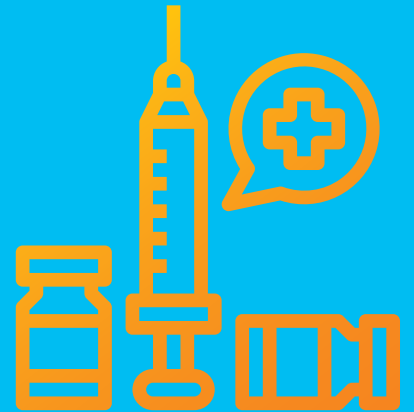
Automated process for data anomaly
– reducing risk of manual errors

Improved productivity and efficiency
to deliver accurate and reliable insights

Leni In Action

Enriching medical insights for medical affairs function

The Challenge

- Managing a steady state of insights coming through multiple data sources

- Low business user engagement with current BI infrastructure which lacked intuitiveness, business alignment and ease of access

How Leni Helped

Leni utilised her API capability to

- Build bespoke augmented analytics platform solving for multiple business use cases such as Medical Affairs, Marketing etc.

- Worked efficiently in creating insights to support communication and commercialisation in optimal and timely manner

How Leni Created Impact

95% reduction in time to insight
from months to minutes

Self-service real-time insights
available for Business 24/7

1800 analyst hours reclaimed

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