

Launch Analytics Solution

Transform Your Drug Launch & Commercial Performance

Drug launches are among the most complex life sciences and pharma organizations programs. Launch and commercial activities in the pharma value chain enable patients to access new therapies and bring drugs faster to the market.

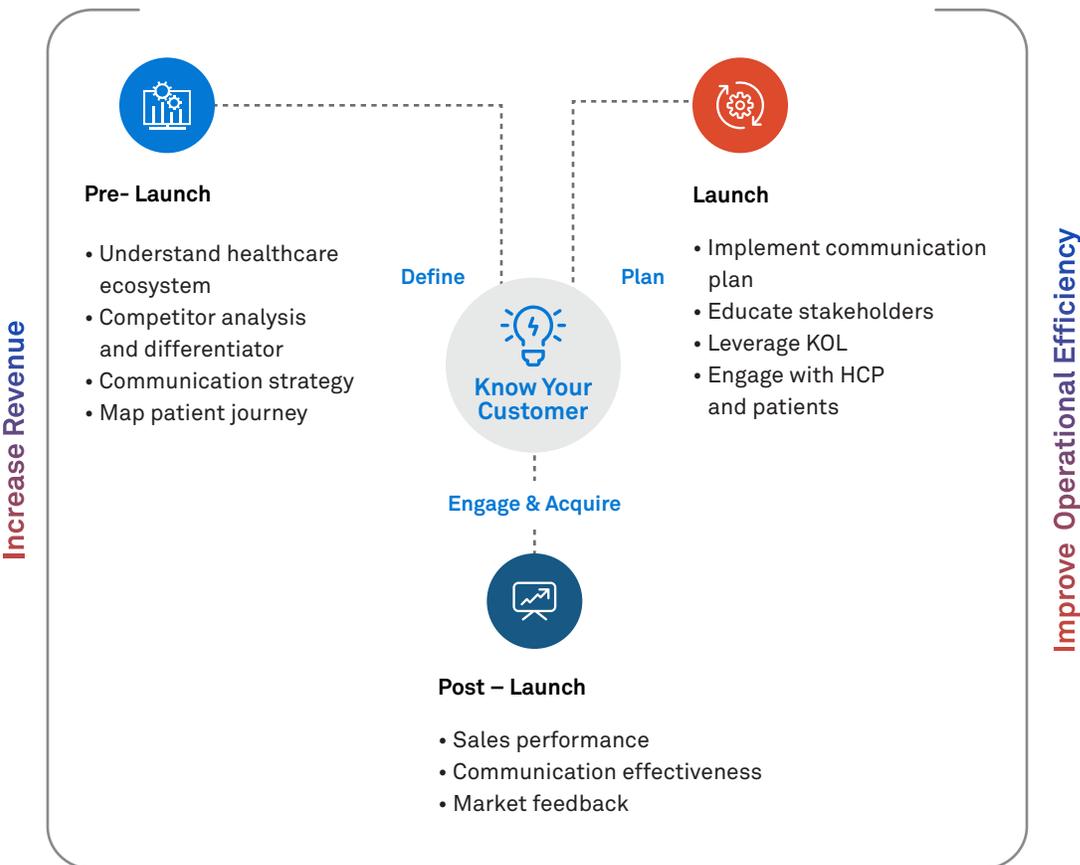
However, they face ever-increasing challenges to achieve a successful launch, including rising drug development costs, reduced time-to-market, growing competition, and new models of care.

Accelerate drug delivery with WinWire's Launch Analytics Solution

WinWire's **Launch Analytics Solution** provides a data-driven approach, templates, and toolset for planning and executing successful launch programs. The solution built on **WInsights**, offers prebuilt connectors, analytics and dashboards, and BI capabilities to transform data into insights.

Our pre-packaged solution integrates information across multiple channels, systems, devices to improve customer experience, increase cross-selling and determine up-selling.

Launch Analytics for Commercial on Azure



Customer story



A leading animal healthcare organization accelerates Commercial success by leveraging WinWire's Launch Analytics to onboard **15000 new customers**, migrating **65 sites** to Azure, and integrating localized data from ERP across **45 countries**.

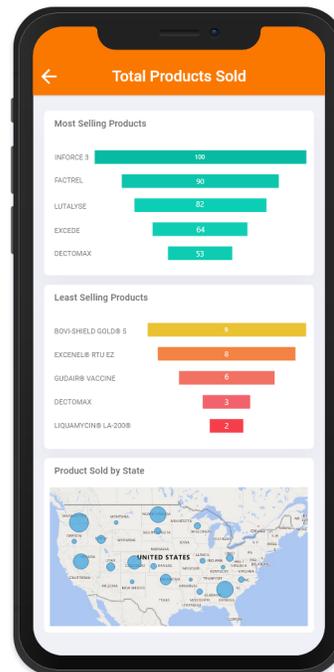
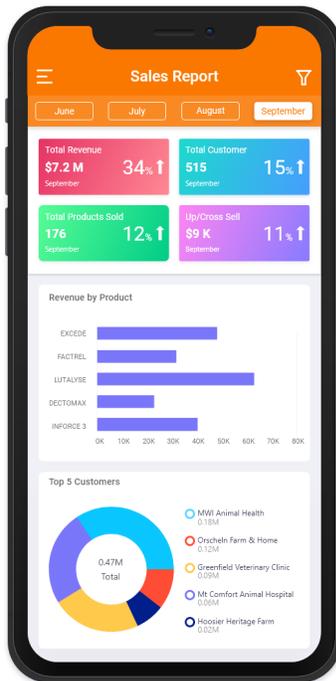
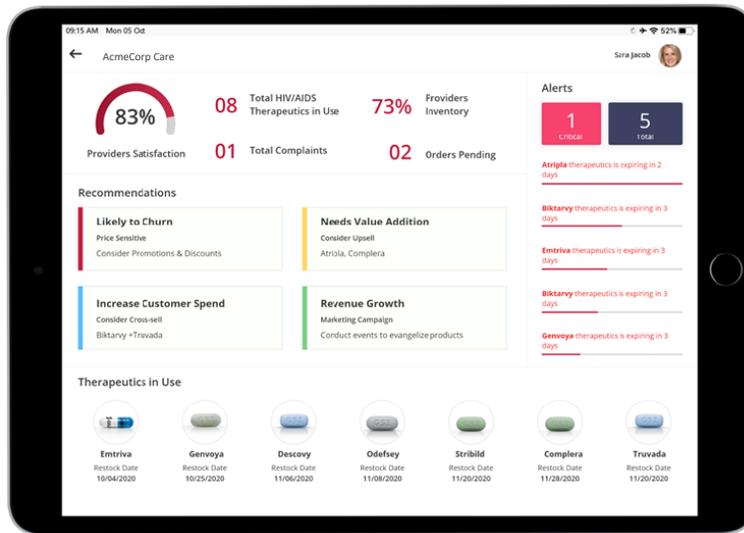
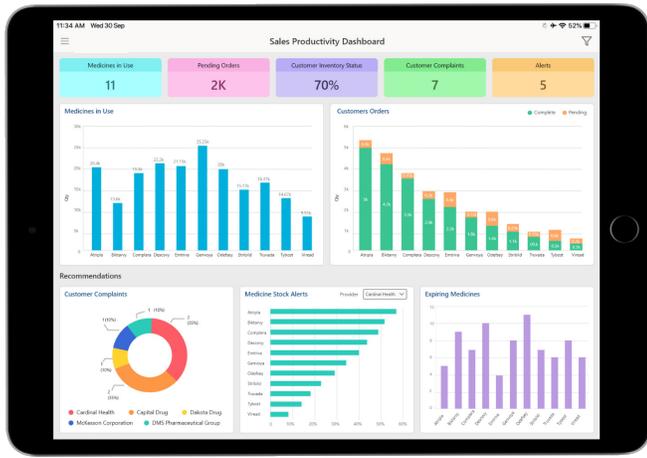
Business value

- Establish integrated launch team
- Develop commercial strategy
- Execute launch roadmap & plan
- Develop and implement governance plan

Benefits

- Improve time to market for better market share
- Learn for your past launches
- Track the performance of your sales team vis-à-vis strategy
- Track your competitors to stay relevant
- Plan, manage, collaborate and communicate better with your cross-functional teams

PreBuilt launch dashboard for field sales, marketing & customer support



About
WinWire



Experts in Azure,
Data & AI & Modern
Workplace



Recognized Microsoft Partner of
the Year Awards 2021 Healthcare
& App Modernization



Member of Microsoft's
AI Inner Circle Partner
Program



14 Microsoft Gold
Competencies