

Pharma360: Use Cases

Professional Services Use Case

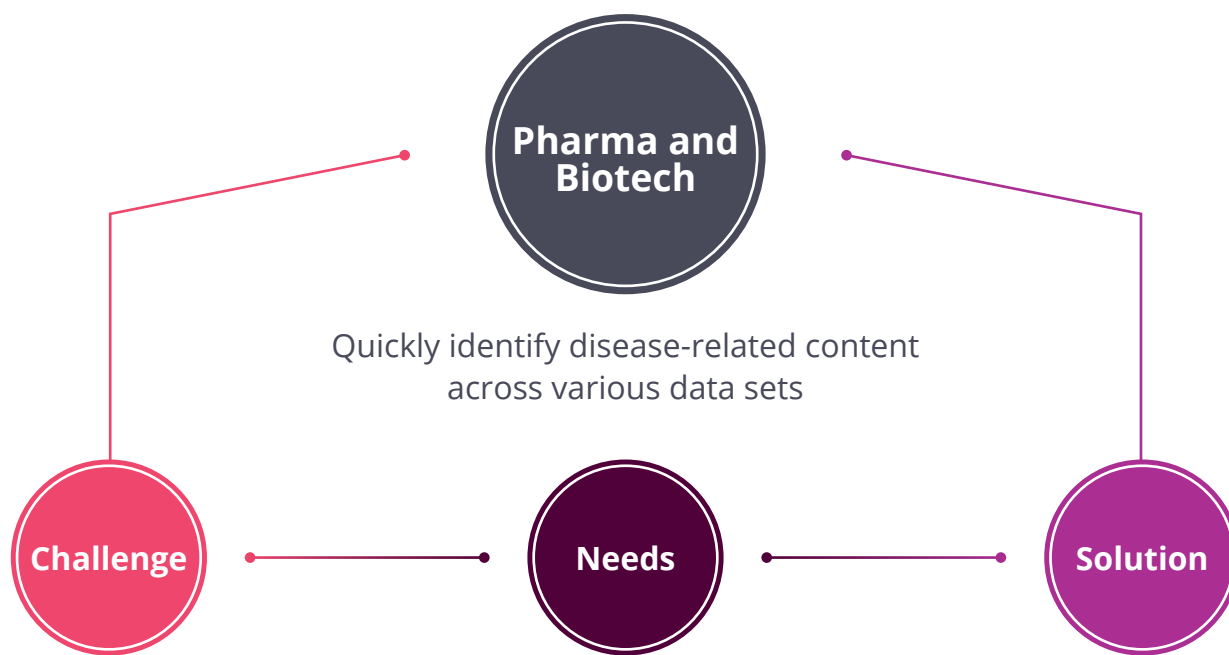


- Works with a wide range of prospects and content
- Takes too long to gain a complete picture
- Not subscription power-users

- Quick access to high-level overview of content
- Drill-down capabilities for more detailed content
- Easily integrate content into presentations

- Seamless login using existing user credentials
- Search interface auto-suggests terms
- Immediately identify and visualize key content
- Link to access full content
- Export visual data

Pharma and Biotech Use Case



- Data overload from multiple sources
- Takes too long to gain a complete picture
- Difficult to work across multiple products
- Users don't know what products they have access to

- Efficient access to current content
- Portal that surfaces content from across the portfolio
- Understand what content they are using and need access to
- Analytics across user base

- Seamless login using existing user credentials to subscriptions
- Search interface auto-suggests terms mapped by disease (MeSH)
- Immediately identify and visualize key content
- Link to access full content
- Export visual data



To learn more about Pharma360, please email: pharma@informa.com