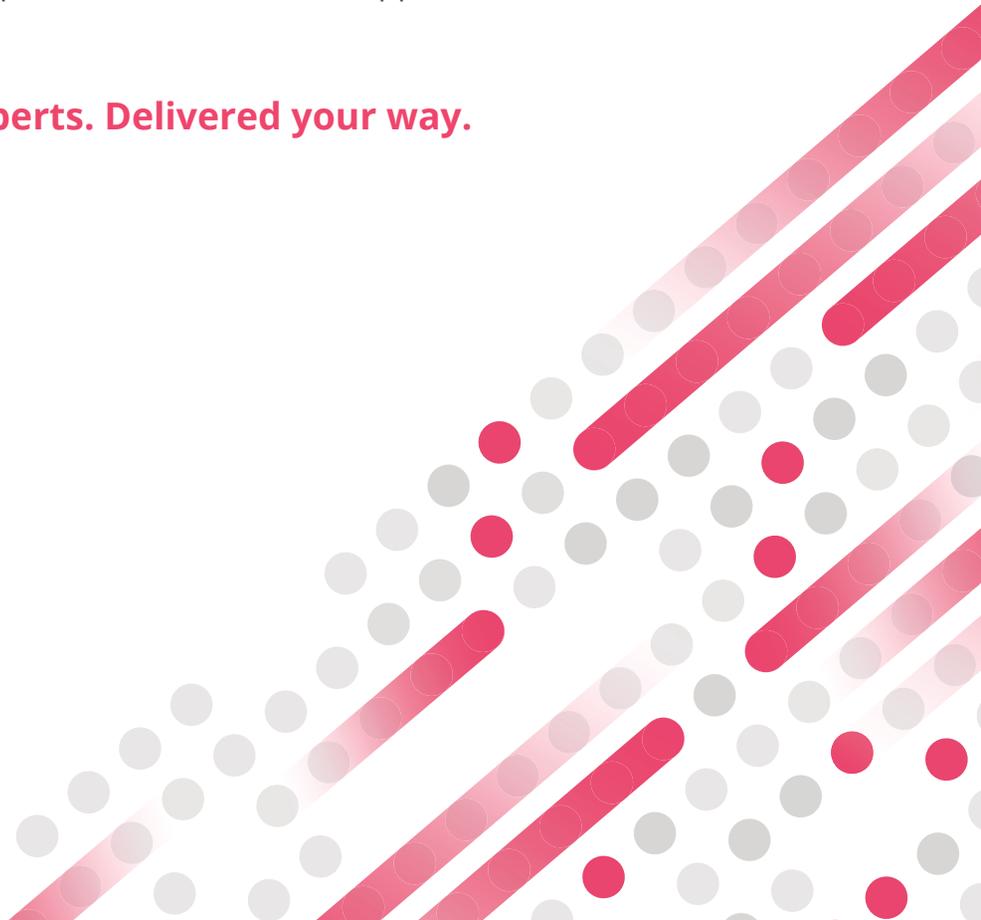# Case Study – Informatics
Changing the future of data: Powerful new API solutions from Pharma Intelligence

Customer Profile

• Pharmaceutical company developing licensing and partnership strategies

• Tracking, identifying and validating potential M&A business opportunities

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Challenge

The Head of Business Development & Licensing at a global pharmaceutical company is tasked with identifying potential M&A targets (drug or company assets) to accelerate the growth of the business. His team use Salesforce to proactively identify and evaluate core assets of potential interest to in or out license candidate products and evaluate partnership opportunities

For their evaluations the Business Development team need to quickly and accurately profile potential assets, develop comprehensive competitive pipeline landscapes understand historical trends and validate market forecast assumptions in the strategic area of focus. Given the importance of the decisions they make it is critical they have access to accurate and timely intelligence to understand market events and can integrate this with other key sources of information including their own proprietary and third-party data within their Salesforce CRM.

The group currently use the Pharma Intelligence products Biomedtracker, Pharmaprojects and Datamonitor Healthcare to conduct their evaluations. Biomedtracker provides information about the drug development pipeline and likelihood of approval metrics based on historical and future market events. Pharmaprojects provides detailed analysis and history of drug assets and Datamonitor Healthcare helps understand market size and future potential.

Their current approach involves regular manually extraction of data from each of these sources and integrating it into a single view alongside the other sources of information available which is extremely time consuming. If there is a market change, or an update required, they must pull the information again resulting in further effort to stay up-to-date and relevant.

To improve their process and ensure they are deriving actionable insights using the latest intelligence the Head of BD&L wants to automate data acquisition and make this information available within their Salesforce CRM immediately.

Solution

The Head of BD&L turned to Pharma Intelligence's Informatics Solutions to streamline the process of data acquisition and integration. Using our API services they were able to develop processes in Salesforce to dynamically pull data from the relevant Pharma Intelligence information and populate their Salesforce instance. The ability to receive incremental updates meant that as market events occur their records would be automatically updated ensuring they wouldn't miss key events that may affect their decision making. This data could be used to prepare a landscape overview of M&A targets using an API-powered dashboard that they could rapidly query for updated information during important business meetings.

Utilizing this innovative approach allowed him to accelerate the process of acquiring the relevant information he needed to move forward.