



Informa Pharma Intelligence Apps

Informa Pharma Intelligence Apps connect our world class data across products with external data sources, powered by Signals Analytics' artificial intelligence capabilities, transforming the data into novel insights. Natural language processing and smart contextual engines integrate, map, and clean data on clinical trials, drugs, business events, publications, grants, and patents to support your needs in:



Target Prioritization

Evaluate and prioritize molecular target development by:

- Clinical development
- Scientific potential
- Competitive landscape



Modality Innovation

Dynamically rank and score unique technologies based on:

- Development stage
- Therapeutic potential
- Competitive landscape



Competitive Benchmarking

Evaluate competitor pipelines based on harmonized attributes:

- Clinical research
- Business activity
- Early R&D
- Portfolio diversification



Delivering a 360-degree market view to surface and rank opportunities by scientific maturity, therapeutic potential, and competitive landscape

Identify new opportunities, mitigate investment risks and accelerate the drug development process. Signals Analytics' AI-engines combined with Informa Pharma Intelligence's industry leading R&D and commercial intelligence provide customers with timely, relevant and complete insights to accelerate workflows and inform critical business decisions.



Natural Language Processing | Artificial Intelligence To Connect & Transform Data

Target Prioritization App

Evaluate the commercial success and risk factors of an asset.

Answers common business questions, such as:

- What are leading, active, growing and nascent targets?
- Who are the leading entities behind the targets?
- What are the molecular targets trends over time?

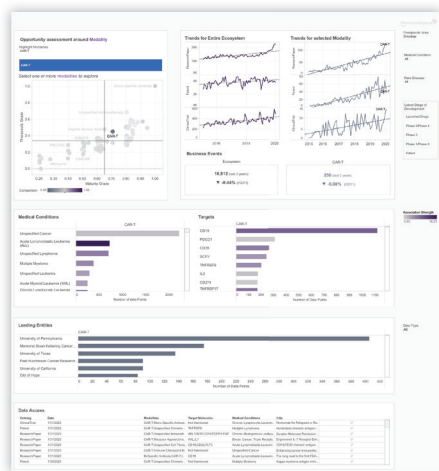


Modality Innovation App

Assess the success potential of a technology and establish which modality to prioritize.

Answers common business questions, such as:

- What indications, targets and entities are associated with the modalities?
- What is the correlation between modalities and medical conditions?

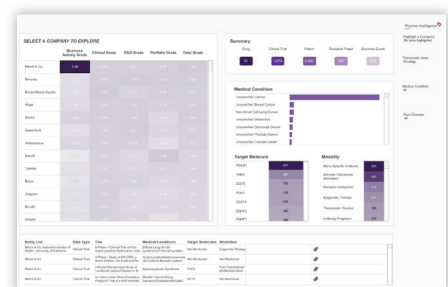


Competitive Benchmarking App

Gain an overview of your competitor's medical condition pipeline, which target molecules, and what modalities they are working on.

Answers common business questions, such as:

- How do I benchmark against my competitors?
- How strong is their early R&D and clinical research?



To learn more about Pharma intelligence and the advantages we can deliver to your company, please visit: pharmaintelligence.informa.com or email: Pharma@informa.com

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