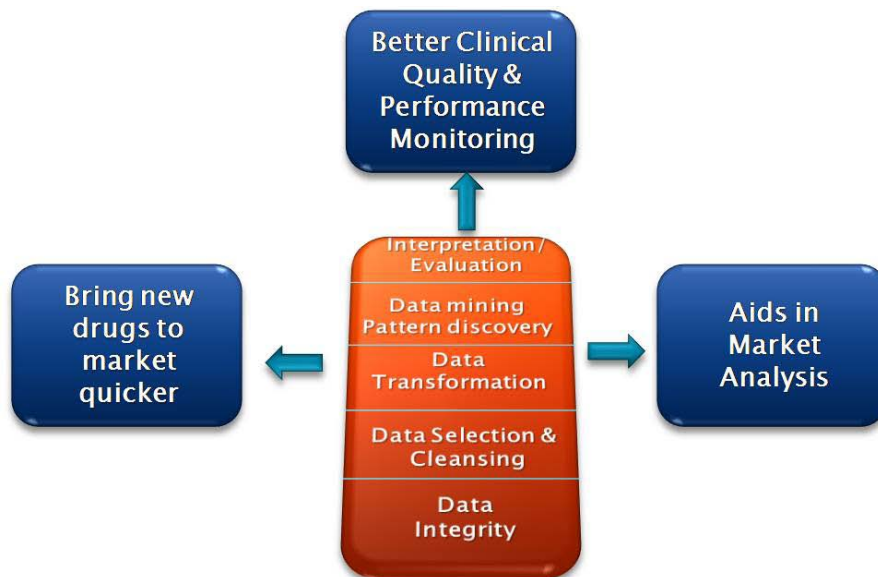


Ana-Data's Data Warehousing and Business Intelligence services for the Pharmaceutical industry

Item level serialization in pharmaceutical products is generating exponential growth in data, complicated by lack of data integration. The need to integrate and analyze the data from various sources and in multiple dimensions is increasing the cost and complexity across the pharmaceutical value chain. Ana-Data's Data warehousing and Business Intelligence (DW/BI) methodology provides highly-optimized solutions to process data and quickly provides analytical tools to aid in critical decisions. Our services include:

- Data Analytics, which includes identifying and measuring the factors that affect the speed at which drugs get to market (for example, the efficiency of EDC studies, the speed at which different countries complete trial enrollment, the effect of changing protocols on the ultimate submission date, or sample compliance effectiveness).
- Data Mining helps in all four phases of drug development. For example, data mining in the development phase helps predict how well treatment will aid patients.
- Data Integration, which enables pharmaceutical companies to integrate and streamline their customer, channel and drug data, thus providing a unified view of diverse data sources.



Data Analytics in the Pharmaceutical industry

Pharmaceutical companies must rethink core business processes (such as drug development and commercialization) and seek new ways to increase their yield and productivity. The problem is compounded when you have disparate systems spread across the globe that lack the means to share the data that are needed for improved data collection, speed up regulatory reporting, manage the progress of clinical projects, and improve targeting of physicians and use of marketing programs. Health Industry Insights survey indicates that respondents spend a significant amount of time looking for data and most of the time (over 67%) they were unable to find the data that they were looking for. In addition to internal departments (Research and Development; Manufacturing and Distribution; and Sales and Marketing), pharmaceutical companies have a large stakeholder group that includes physicians, consumers and regulatory bodies. The data and reporting needs are broad based and requires extensive collaboration across the company. Whether it is KPI monitoring, Inventory Analytics, Customer Analytics or Regulatory Compliance reporting, Ana-Data's addresses key data integration and analysis challenges across all phases of the pharmaceutical value chain.