



# Qlik for Life Sciences: product and portfolio management

## Take control and make smart therapy and acquisition decisions in a drastically changing market

### Challenge

The only thing constant about today's life sciences industry is change: Changes in the regulatory climate and changes in the market. Company acquisitions are on the rise, patents are expiring, and future drug therapies are still early in the pipeline. That's why it's more important than ever to understand what products you have right now and what products and acquisitions you need moving forward.

Qlik gives pharmaceutical and biopharmaceutical companies like yours the answers you need to identify product gaps, assess complementary drug technology and intellectual property (IP), and make fact-based recommendations for new product development and acquisitions. It provides you with accurate and timely information to accelerate product information, ensure safe therapeutics and diagnostics, and empower life sciences knowledge workers.

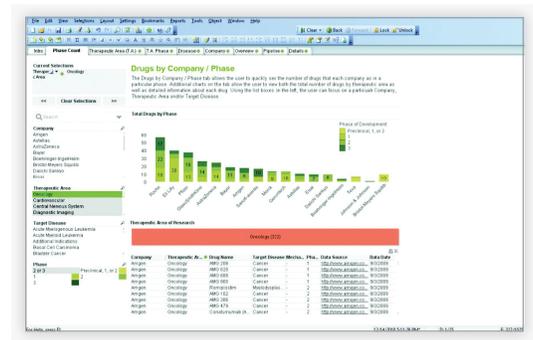
### Solution

Qlik was created to help companies like yours make the right product and portfolio management decisions, from dashboard chart and scorecard reporting of your entire drug and acquisition ecosystem to highly granular analysis of each therapy's performance. These self-service BI apps, developed with Qlik partners, can assist you with:

- Drug portfolio analysis
- Assessment and planning of new product development and acquisition
- Company valuations and what-if? scenarios
- Comparative and gap analysis
- Business assessment and discovery, commercialization potentials
- Intellectual property & patents analysis
- Product and brand management
- Physician affinity / loyalty analysis
- Product launch and performance
- Managed market analysis and management
- Labeling and Regulatory compliance
- In-licensing and out-licensing what-if? scenarios

### Customer examples

- A global and diversified healthcare leader is using Qlik to expedite drug discovery and development and decrease time to market. It built a powerful planning dashboard powered by Qlik that has increased the visibility of R&D projects across its different companies, and it has improved project planning and management. The company is better tracking costs, anticipating expenses and delays, and has reduced FDA reporting time by 60%.
- Actavis is one of the largest international pharmaceutical companies. It is a TOP-5 world-rated generic company. In 2010, Actavis introduced 719 products to the world market. Actavis uses Qlik in its business development activities, specializing in the delivery of medicines for treatment of cardiovascular and neurological diseases, and also a wide range of OTC drugs. With Qlik, Actavis has been able to increase the reliability of information and increase planning efficiencies, reducing reporting time by 50% and reducing response time by 72%.



Example: Product and Portfolio Competitive Analysis by TA

“ With Qlik we are not simply analyzing the data faster and more effectively, we’ve built a comprehensive analytical platform that has marked a new step in our business development. ”

— Sergey Shubnikov, IT Director, Actavis Russia



Example: Asset Management App



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