



# 4 Tips to Leverage Existing Assets

driving innovation in the pharmaceutical business

## Next-generation innovation

Significant change is already underway in the pharmaceutical industry. As blockbuster drugs lose patent protection and consumers evolve their buying behavior, pharmaceutical companies need to constantly look beyond their R&D labs for innovation.

Two key assets are at your fingertips to drive innovation on all fronts: data and people. Equipping smart people at all levels of your organization to transform data into the insight required for transformation throughout your company will be a key path to maintaining – or gaining – a leadership position.

Using a business intelligence (BI) application that equips knowledge workers of all stripes to convert information to insight will differentiate market leaders from followers. No longer can innovation be concentrated in the research and development (R&D) labs. This same quest for discovery must extend to all departments – marketing, sales, supply chain, and operations, to name a few – to stake a leadership claim.

## Role of agile business intelligence

By introducing a BI solution optimized to let individuals effectively explore the vast amount of data now available, they will develop more insightful, impactful ideas.

Deploy a solution that supports robust analysis:

- 1. Self-service data exploration.** No one knows data better than the individual who wants to use it. Equip them to analyze data on their own for faster, more meaningful revelations.
- 2. Interact directly with data.** Once an interesting discovery is revealed, support – don't stymie – the flow of questions. Help users dig in immediately with a click to answer the next.
- 3. Mix & match sources.** In drug research, you would consider male vs. female drug reactions for a complete picture. The same is true for other data – blend sources to get the full scoop.

**4. Share analysis for collaboration.** Identifying a trend or validating a great idea has limited impact without team support. Make it as easy as sending a link to get others engaged.

## 1 Self-service data exploration

Finding ways to innovate in a pharmaceutical company isn't going to happen with monthly reports or waiting two weeks (or longer) for a response from the central BI team. On the other end of the spectrum, Excel's data volume cap doesn't begin to leverage the strategic asset your data represent.

Validating a new direct-to-consumer model, partner channel approach, or inventory strategy won't happen unless the people charged with exploring these ideas can fully interrogate the data. Empowered with insight they can get for themselves will let them know quickly if the idea is a go or no-go.

Select a robust, intuitive business intelligence solution optimized for individual data owners. Connect directly to data they want to explore. Start with a drag-and-drop interface that visualizes data effectively and immediately. In a fraction of the time any prior approach took, smart people will become smarter because of what they discover in their data.

## 2 Interact directly with data

Few things stifle creativity or problem solving like looking at a slide or spreadsheet, asking a question of something interesting, then knowing it will be "at the next meeting" before you can discuss it again.

Given the speed at which the pharmaceutical landscape is evolving, there is no time to wait for "the next meeting." Whether the discussion is with an internal executive team or between a sales rep and customer in the field, the ability to dig into data in real-time to answer questions shifts the opportunity data provides to your favor.

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Think about a rep meeting with a clinic. Instead of static reports about last month's sales, what happens when he can compare that clinic's purchasing behaviors to others in neighboring zip codes? Are there regional trends to address? And at the clinic, which wholesalers are involved? Which rebates are being used? What's the brand's growth over time? When equipped with this information, the quality and effectiveness of the sales call changes dramatically.

### 3 Mix & match sources

A quick glance at month-to-month performance might suggest impressive gains for a brand in a given territory. But are you getting the full picture? Not unless you're considering all the data.

As pharmaceutical companies look for ways to be more nimble, seek new opportunities, and market effectively, insight is critical. Combining proprietary data with industry data from IMS and Cegedim, for example, creates the opportunity to see a comprehensive landscape.

When you combine internal and third-party data, the first picture you saw – solid improvement for a specific product – takes a different hue. Those significant sales pale when you can now see that competitors have gained market share in the same period. Your tactics and priorities for recapturing the lead have just changed because you've got this information in a single view.

### 4 Share analysis for collaboration

You've explored your data and hit on a potential game changer. What next?

Talk about it. Forget about static slides and reams of spreadsheet pages. Instead, get a bunch of smart people looking at the same analysis and dig in. Great questions will be asked – and answered – in real-time. New ideas will be generated – and explored – right then. Game changing innovations will result – and be acted upon – quickly.

## Convert information to innovation

Innovation has been the life-blood of the pharmaceutical industry for decades. But as blockbuster drugs lose patent protection and buyer behavior evolves, industry players will require new forms of innovation to stay on top.

The good news is two critical assets – data and people – are poised to drive pharmaceutical company evolution to the next stage. The challenge is equipping the individuals to quickly investigate data to reveal opportunities.

Tableau Software offers a business intelligence solution optimized for knowledge workers to gain quick insight into data. Pharmaceutical companies around the globe are using Tableau within research, marketing, sales, operations, and business analytics teams to dramatically shorten their time to insight, driving significant innovation within their companies. Find out for yourself how Tableau can impact your speed to insight. [Download a full-featured, free demo](#) or listen in to our [weekly, 20-minute live demo](#).

## About Tableau

Tableau Software helps people see and understand data. Ranked by Gartner in 2011 as the world's fastest growing business intelligence company, Tableau helps anyone quickly and easily analyze, visualize and share information. More than 6,500 customers across most industries get rapid results with Tableau in the office and on-the-go. Tens of thousands of people use Tableau to share data in their blogs and websites. See how Tableau can help you by downloading the free trial at [www.tableausoftware.com/trial](http://www.tableausoftware.com/trial).