Evaluate

Customised Classifications & Subscription Views

CASE STUDY: Custom classifications and data analysis outputs for a major pharma Business Intelligence group

Challenge: Client's highly personalised therapeutic segmentation meant that a significant amount of time was spent manually reclassifying data from various sources.

Approach: Evaluate designed an automated system for mapping current and future product record entries to client-defined attributes, with reclassified data delivered directly through the EvaluatePharma interface.

Outcome: The client was able to pull relevant data more efficiently, freeing up time for value-added tasks and increasing overall department productivity.