



Competitive Intelligence Dashboard

CLIENT

Leading Pharma Company

THERAPY AREA

Oncology



BUSINESS IMPACT

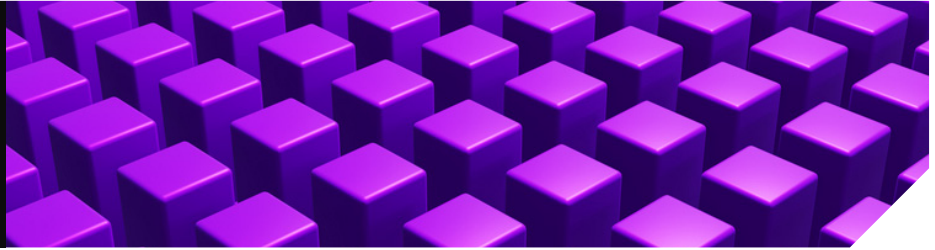
- Helped senior executives within the client company to easily view and assimilate high-level insights at the indication/competitor/ industry-levels.
- Interactive dashboard enabled BU leaders and other strategic decision-makers to spot trends early and respond effectively to competitive pressure.



PROJECT OBJECTIVES

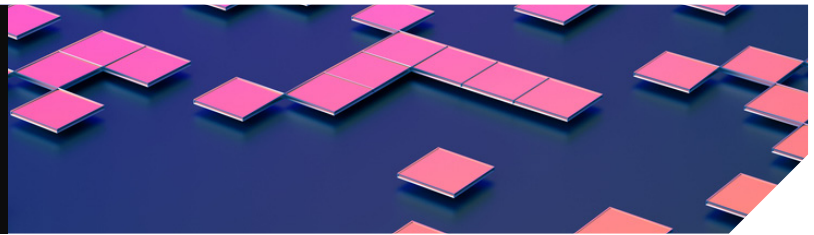
- To provide C-level executives a web-based, customizable, easy-to-use, interactive dashboard to spot and track key insights and trends from the competitive landscape

SCOPE



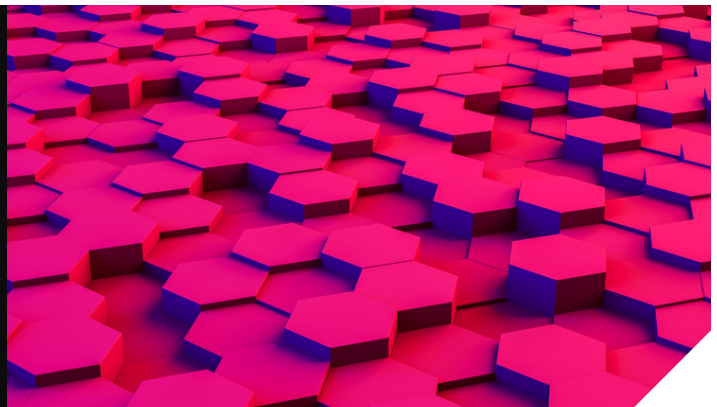
- Geography: Global (All PD-1/PD-L1 by disease area and all combination activity)
- Data: Clinical, regulatory and commercial
- Indications: Key solid tumors

OUR APPROACH



- C5i transformed the data from multiple sources into high-level insights to build an interactive, executive dashboard using Power BI

KEY DELIVERABLES



- A web-based, interactive competitive intelligence dashboard

SAMPLE DELIVERABLES

DASHBOARD - HOMEPAGE

Clinical

Detailed feature of clinical aspects

Regulatory

Detailed feature of regulatory aspects

Commercial

Detailed feature of Commercial aspects

Highlights for Today

Industry News





FDA granted priority review for MSD's sBLA based on KN-407 - PDUFA date is Oct 30, 2018

The CHMP granted a positive opinion on the KN-189 (Ph 3, 1L pembro + pemetrexed + platinum, non-sq NSCLC) application

1L nivolumab + ipilimumab for intermediate/poor-risk advanced or metastatic RCC

Roche announced the positive PFA results from atezolizumab's Ph 3 trial - IMpower 132

KOL Opinions

- NSCLC:** Pembro + carboplatin and paclitaxel/Abiraxane is likely to become the new SoC in 1L. Physicians emphasized on the need to see OS data on atezo + chemo combination before giving a viewpoint on IMpower-131
- HCC:** Huge unmet need to identify better predictive biomarkers, PD-1s will become front line if CM 459 is positive

SEPTEMBER 2018

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	1	2	3
4	5	6	7	8	9
10	11	12	13	14	15
16	17	18	19	20	21
22	23	24	25	26	27
28	29	30	1	2	3

Dashboard homepage shows overall view with following main aspects of CI:

- Clinical
- Regulatory
- Commercial

Other Interesting Reads

- Emerging biomarkers in immunotherapy space
- Promising combination targets for anti PD-1/L2 agents
- Challenges with immunotherapies
- MoAs beyond IO

ASCO 2018 Updates

- While KN-042 reaffirmed the role of pembrolizumab monotherapy in PDL1>50%, data was not sufficiently compelling to support the monotherapy in PDL1 1-49%
- OS results from IMpower 150 had less impact than expected, especially when compared against KN-189

DASHBOARD - CLINICAL SUMMARY VIEW

Category

Molecule

Measure Type

Count

Percentage

T/t Modality

Indication

BioMarker

Start Date

Trail by Molecule and Phase

Phase ● Others ● Phase1 ● Phase2 ● Phase3

Trial by T/t Modality

● Combo ● Mono

Trial by Phase

● Increase ● Decrease ● Total

Ind Metric by Indication

Indication

Trial by Locations

Geography

Regulatory Summary

Regulatory status

Reimbursement

Brand

Calendar

DASHBOARD – OVERVIEW OF COMMERCIAL UPDATES

Company

MSD

Pfizer

Calendar view

Clinical collaborations

Merger & acquisitions

Commercial collaborations

These features can be customized as per client's requirements

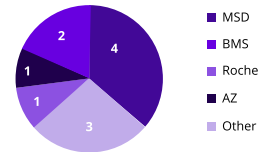
Commercial Updates

- MSD + BiolineRx (mPDAC) [See details]
- MSD and Medpacto (CRC/Gastric) [See details]
- BMS and Grissone Oncology (Solid tumors) [See details]
- AZ and Immunomedics (TNBC/UC) [See details]
- AZ and Medpacto (NSCLC) [See details]
- Merck KGAA & Pfizer AND leap Therapeutics (Solid tumors) [See details]
- Sorrento Therapeutics and Kimberly-Clark Corporation [See details]

Earnings Call Updates



of Commercial Updates (01/07/2018 - 31/08/2018)



Commercial updates summary page of the dashboard provides an overview on

- Clinical collaborations
- Mergers and acquisition
- Commercial collaborations
- Alerts or important news from Earning calls

ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



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