Evaluate
a norstella company

CASE STUDY

Long-term Competitive Landscape Monitoring for a Leading Pharmaceutical

EXECUTIVE SUMMARY

A top 20 pharmaceutical company was overwhelmed by the volume of competitor intelligence evolving daily. They sought support to cut through the noise, amplify signal, and ensure mission-critical updates were evaluated and incorporated into strategic planning initiatives.

Evaluate provided a customized program featuring landscape monitoring, business impact analysis, and conference coverage. The solution helped the client shift its CI strategy from reactive to proactive, strengthening their competitive edge. Executive level analysis served as an actionable reference guide for senior leadership and showcased the value of strong competitive intelligence within an organization.

8 conferences attended

4 comprehensive landscape reports a year

24/7 market monitoring

CONTEXT

The company addresses critical healthcare needs and develops transformative therapies for specialty areas including oncology, virology and inflammation.

Key requirements included a robust monitoring framework and internal reporting methodology to maximize the value of competitive intelligence. The program needed to capture critical updates in a timely fashion and pull through implications for their business, including risks and potential opportunities.

The company needed:

- Same-day alerts for high-impact competitive updates
- Quarterly landscape reports, including What's New? So What? What's Next?
- On-the-ground conference coverage including primary intelligence gathering
- High-touch support from subject matter experts, including ad-hoc research

APPROACH

The Evaluate team worked closely with the company to co-design a custom program to support all stakeholders using the following steps for success. This started with a kick-off series with key stakeholders to align on the company's annual business objectives for the supported brands. This was followed by a robust landscape monitoring infrastructure and refinement of the reporting schedule, templates, and impact-ranking metrics to best align with the organization's needs.

1. Goal Alignment

Throughout the first few weeks of this annual monitoring program, Evaluate's experts collaborated closely with the client to understand the brand's business objectives for the year, expected market catalysts, and goals of the cross functional stakeholders expected to leverage competitive intelligence throughout the year. Deliverable templates were designed upfront to maximize value and improve the signal to noise ratio.

2. Landscape Monitoring and Alerting

Evaluate's team established a robust monitoring infrastructure to capture all clinical and commercial updates pertaining to therapies competing with the client's portfolio. Leveraging Norstella's unparalleled data platform, layered with external resources and tools, the team ensured that mission critical updates were captured and communicated in a timely fashion. Using a structured framework, they assigned a threat level, probability of occurrence, and potential timeline to each alert to provide a clear view of the potential impact of market events.

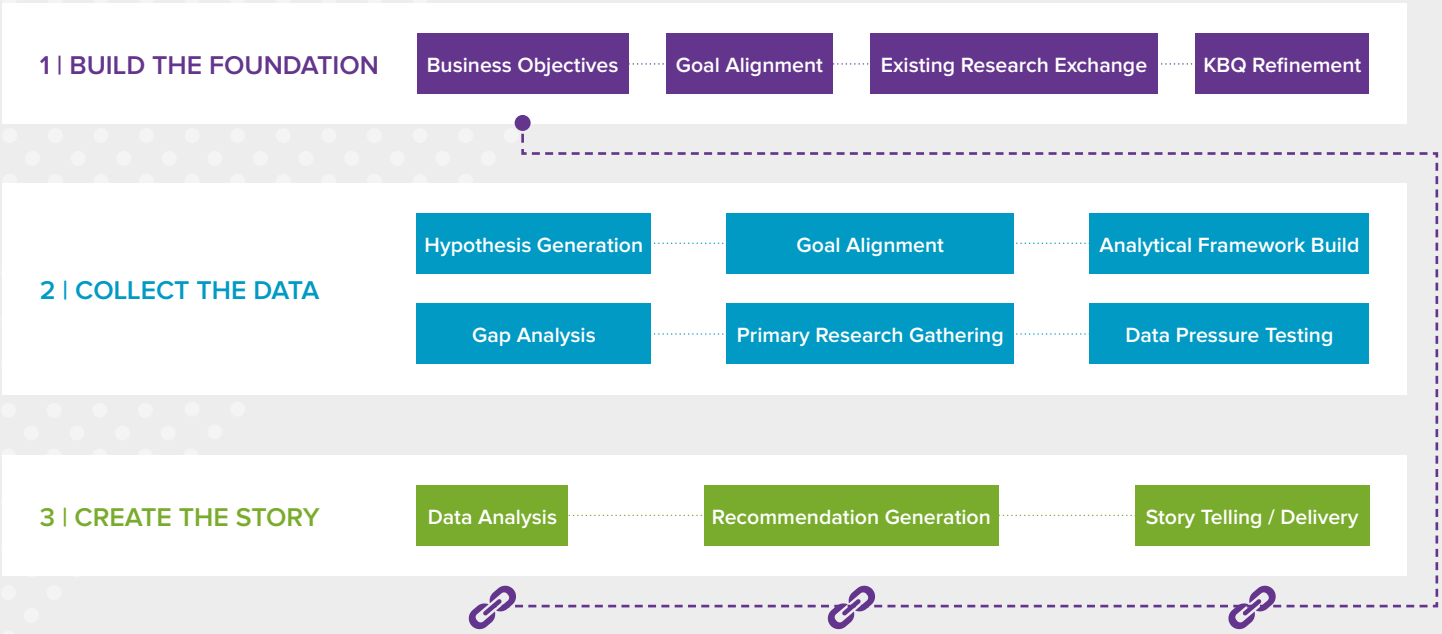
NOISE FILTERING | Evaluate has a clear methodology to increase signal to noise which is critical for busy markets or when multiple geographies and assets are in focus.

CHALLENGE	**"Our team is inundated with information – it's too much to process and keep track of."**	**"Leadership requires high-level summarization, not a data dump."**	**"We need industry expertise to better understand the potential implications."**
SOLUTION	Evaluate's alerts feature a clear impact ranking, potential timeline and probability of occurrence via stop light framework.	Evaluate's executive summaries are flexible, with custom formats and analyses selected to optimally reflect the most critical market dynamics.	Evaluate's layered team structure ensures that senior leadership focuses on generating and pressure-testing implications.
IMPACT	Simplified market analysis and clear articulation of potential implications.	Structured, top-down analysis of limited events and market intelligence presented in a clear storyline.	Efficient capture and communication of client-relevant industry trends and potential business impacts.

3. Business Impact Analysis

To maintain a narrative around the evolving market position and threat level of each competitor, the team refreshed a comprehensive landscape report on a quarterly basis. An executive summary was used to pull through key themes shaping the market and the projected approach of each competitor in addressing market forces. Reporting served to keep cross functional stakeholders informed of critical changes in timeline projections and upcoming catalysts. This allowed senior leadership to prepare for upcoming decision making and IR messaging. Special attention was placed on highlighting "What's New?" and "So What?" so readers could efficiently digest new intelligence.

CI WORKFLOW | To maximize business impact, Evaluate deploys a structured approach that delivers a clear narrative on market evolution, competitor strategy and risk.



Each phase of the reporting process involves re-alignment with relevant business objectives.

4. Conference Coverage

To support real time reporting of breaking data readouts, Evaluate's team attended eight scientific congresses on the ground, serving as the client's eyes and ears. Robust pre-conference planning helped the company anticipate leadership questions and address scheduling conflicts to ensure comprehensive capture. Daily debriefs kept all parties informed of new scientific data, evolving competitor messaging, and shifts in treatment paradigms to support timely responses. After each conference Evaluate's consultants presented a holistic view of the shifting competitive picture.

IMPACT

The combination of Norstella's data resources, disease and therapeutic area expertise, and competitive intelligence experience provided both immediate and long-term benefits for the company. In addition, Evaluate's scale and access to proprietary Norstella AI tools ensured the client's investment was spent on high value workstreams, that delivered business value.

Project deliverables supported cross-functional stakeholders across the client's brand, including medical, marketing, forecasting, R&D, and senior decision makers. Quarterly landscape reports empowered the company with a holistic picture of the market, understanding their competitive position relative to other players, and preparation for future market events. Timely market alerts informed key stakeholders of breaking news and provided contextualization regarding the evolving competitive environment.

Immediate Benefits

The CI program helped:

- Establish a consistent baseline of knowledge
- Optimize infrastructure to maintain and distribute updated CI
- Facilitate cross-functional alignment and intelligence gathering
- Ensure complete coverage and data capture at scientific congresses
- Leverage primary intelligence insights to pressure test assumptions

Long-Term Impact

Consistent competitive intelligence generated throughout this annual monitoring program had a beneficial ripple effect within the client's organization. The program served to:

- Shift competitive intelligence stance from reactive to proactive
- Increase internal confidence in the value of strong competitive intelligence
- Translate early warning signals, effectively increasing signal and reducing noise
- Support leadership and investor relations with evidentiary support on market opportunity

Evaluate's custom long-term competitive intelligence monitoring program significantly enhanced the utility and value of CI within one of the world's leading pharmaceutical companies. By optimizing CI workflows and shifting analyses to focus on proactive preparation, the program enabled the company to better predict market evolution and shape their clinical and commercial strategy accordingly, ultimately contributing to better business outcomes. The positive feedback and repeat consulting business from this client underscore the value and impact of Evaluate's tailored competitive intelligence solutions.

CASE STUDY
LONG-TERM COMPETITIVE LANDSCAPE MONITORING FOR A LEADING PHARMACEUTICAL

How can Evaluate's Competitive Intelligence Team Support Your Business?

Competitive intelligence sits in a central – and unique – place within a pharma business. CI teams must strive to provide valuable intelligence to a wide range of stakeholders while maintaining efficiency.

Evaluate's competitive intelligence solutions enable CI professionals to monitor market trends, anticipate competitor actions, and make strategic data-driven decisions effectively and efficiently. Contact us to discuss how Evaluate CI can help you track competitor activities in real time, analyze pipelines and market positioning, and communicate your insights with confidence to deliver indispensable intelligence.

- Deep disease knowledge and expertise in competitive intelligence
- Reliable monitoring and reporting
- Layering of primary intelligence to strengthen competitive edge
- Interactive and advisory approach, not just data dumps

CONNECT TODAY

We're here to help you succeed

Get in touch to discuss our competitive intelligence capabilities.

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