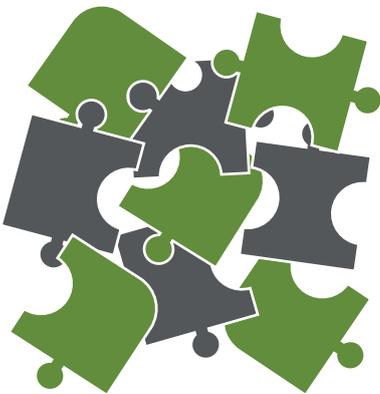# NAVIGANT

The proliferation of available data in pharma promises to unlock tremendous potential value for brand and functional leaders over time, but in the short-term has left many teams stymied and overwhelmed. How to get over the "analysis paralysis hump" and start making your data work for you...

DRIVING TEAM PERFORMANCE BY MAKING YOUR DATA WORK FOR YOU

Analysis Paralysis
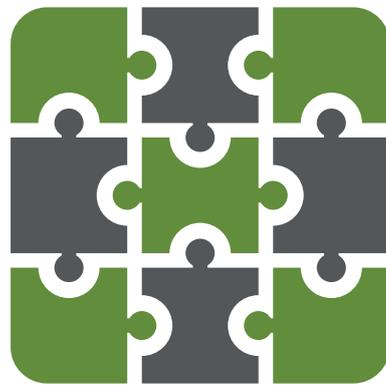
Integrated Data Management
and Visualization

MORE DATA ALWAYS SOUNDS GREAT, BUT WHERE DO TEAMS GO WRONG?

1 **The data comes from disparate sources —** it is siloed and under-utilized

2 **The data is collected in a multitude of forms —** data cannot be efficiently and comprehensively analyzed

3 **The data is misunderstood —** Lack of transparency to underlying assumptions and/or collection methodologies creates more questions than answers

4 **The data sits behind closed doors —** Lack of confidence in how data could be interpreted (or mere organizational provincialism) creates barriers to sharing and collaboration

5 **The data buries the lead —** Insights cannot emerge without deep and robust analysis

6 **The data is often static —** A single point in time or look back at history does not reflect current state or anticipate future activity

7 **The data is overwhelming —** People are not designed to ingest 50+ stand-alone reports and compute defensible findings

RETHINKING PERFORMANCE DASHBOARDS FROM THE GROUND UP

While performance dashboards come in many shapes and sizes, a comprehensive ground up approach is required to really *make your data work for you,* including the following core components:

Industry expertise — putting data to use requires understanding what it means and how it impacts your market, therapeutic area, function, or business strategy

Data analytics and management capability — harnessing and integrating complex datasets requires understanding its underlying architecture and strengths/limitations

Organizational process and change management competency — creating a data-driven culture requires a steadfast dedication to behavioral change and a careful balance of "carrots & sticks"

WHY PARTNER WITH NAVIGANT?

The Navigant solution to cloud-based dashboard development is delivered through custom, intuitive interfaces allowing users to easily engage and make business decisions that are evidence-based

☑ **Navigant's performance dashboard** solutions are developed with industry-leading subject matter experts working side-by-side with advanced data & analytics architects

☑ **Navigant works with leading data visualization platforms** that offer the latest in user-friendly dashboarding, graphical interface and business intelligence solutions

☑ **Navigant has extensive on-the-ground experience** leading organizations through change and optimizing team performance in dynamic situations

☑ **Navigant teams include industry experts** with direct market research, brand analytics, clinical research, regulatory, and compliance experience

– >40% of the team with Adv. Degrees in medicine or science

☑ **Navigant has a lengthy track record** of building and deploying data visualization solutions across a wide range of functional use cases in the Life Sciences industry, including:

★ Brand & Commercial Strategy

★ Market Access & HEOR

★ Clinical Development

★ Regulatory & Compliance

★ Business & Corporate Development

★ Pipeline Marketing

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