

Actionable Competitive Intelligence that Drives Success

**STAY AHEAD.
STAY INFORMED.
STAY COMPETITIVE
WITH OUR
COMPREHENSIVE
CI SOLUTIONS.**

In the dynamic and fast-paced pharma industry, it is crucial to stay informed and adapt to unexpected market shifts. To stay on top of your competitive landscape and ahead of the curve, you must track R&D, commercialised products, competitors, market gaps, clinical trials, and the likely impact of upcoming trials.

Evaluate's tailored Competitive Intelligence (CI) solutions provide you with a technology-enabled extension of your team to ensure your team is free to focus on the areas that will achieve your strategic goals.

Key Challenges for CI Teams



Absence of a centralised source of truth



Incomplete and fragmented data leading to inaccurate assessment of competitors or market trends



Limited resources creating dependence on multiple platforms and consultants



Challenges in obtaining fresh insights, personal biases or assumptions



Continuously monitoring rapidly changing landscapes

We understand that every market and business is unique and comes with its own distinct set of characteristics. Our CI framework simplifies these pain points with a customised combination of strategic primary and secondary research, world-class data and analytics from across Norstella's brands, conference insights and tech-enabled tools for real-time monitoring. Combined, our solution helps you identify opportunities and make assessments based on specific market changes.



With our CI solution, you gain access to:



MORE THAN DATA

Our global team of over 70 consultants and analysts adapts to provide the coverage, analysis and strategic insights you need. Make informed decisions backed by robust research and monitoring from industry experts.



PARTNERSHIP APPROACH

We offer a partnership model rather than a cookie-cutter solution. As your needs change and new critical questions arise, our team will adapt to provide the exact coverage, insights and tools you need.



BESPOKE INSIGHTS FROM GOLD STANDARD DATA SETS

Leveraging best-in-class data from across the Norstella Group, access all the insights you need with our comprehensive suite of bespoke services, including competitor monitoring, ad-hoc deep dives, market trends, executive-level presentations and growth analysis.



CUSTOMISABLE, TECH-ENABLED ANALYTICS

Reduce your team's manual reporting workload with a wealth of intelligence at your fingertips. Our tech-enabled analytics pull in the CI data points that matter most to you.

Why Choose our Customised Competitive Intelligence solutions?



RISK MITIGATION

Identify and assess potential risks to your business with a customised technology-enabled real-time CI monitoring solution, helping you stay ahead of the curve.



LONG-TERM MONITORING

Get real-time monitoring of events, catalysts, news and granular analysis on immediate implications for your business.



UNCOVER UNMET NEEDS

Gain a comprehensive understanding of available opportunities by conducting tailored gap analysis that highlights unmet needs uncovered through recent activities and clinical trials.



PRODUCT DIFFERENTIATION

Secure an edge over your competition by exposing product strengths, opportunities and areas for potential improvement.



TRIAL RECRUITMENT

Understand the sub-populations where you can compete. Know when to pivot your strategy based on trial progression and the likelihood of agent approval.



COMPANY PROFILING

Understand the importance of what's happening in the landscape and what it means for your portfolio.

Expertise across the U.S., EUS, and APAC across ~1,000 indications



LONG-TERM CONTINUOUS MONITORING

Timely Accurate Insights

Customizable tech-enabled analytics combining key CI data points across multiple Norstella datasets. Inclusive of news alerts analysis and regularly updated commentary from domain and disease experts. Non-tech-enabled CI monitoring option is also available.



CUSTOM REPORTS ON COMPETITIVE LANDSCAPES

Strategy Reports

One-time or recurring reports focusing on specific insights needed. Supported with qualitative and quantitative primary and secondary insights. Reports are customized to formats that are preferred by internal stakeholders.



CONFERENCE COVERAGE

Collaborative Planning and Execution

Includes pre-conference strategy development, playbook for high priority presentations, same day summary of high-impact CI learnings, and post-conference customized report.



STRATEGIC WORKSHOPS

Action-Oriented CI Discussions

Customized workshop to ID risks and opportunities. Preparation will include briefing packs with agenda and pre-read documents. Post-workshop actionable insights and recommendations will be provided.



Your Questions Answered

WHAT are our competitors focused on?

WHERE are their priorities, and how does this impact our business?

WHAT are the latest data readouts and clinical or commercial catalysts for key competitor assets?

WHAT are the key industry trends and growth drivers that could impact my portfolio?

WHAT action should we take based on developments in the market environment?

HOW can we access the latest competitor and market developments as soon as possible?

HOW can we access customised workflow solutions that provide us with the insights we need to manage our business?

Understand your competitive landscape today.

Find out how our tailored solutions can help you unlock insights and optimise your business strategy.

CONTACT US NOW

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