

# PRESCRIPTION ANALYTICS

NTT DATA Prescription Analytics provides key insights to measure and track KPIs that can affect and improve business outcomes, so helping life sciences companies transform market planning at low risk and minimal disruption.

## THE BUSINESS CASE

By continuously monitoring and analyzing real-time sensor data on how each machine is behaving, manufacturers can adapt maintenance schedules and activities to the real needs of each machine, **reducing downtime, making better use of resources and saving money.**

**\$13.2 bn**

**Predicted size of global life science analytics market in 2027**

Source: Grand View Research

### DASHBOARDS



SAP ANALYTICS CLOUD



CLOUD DATA SOURCES

DATA MODEL



## HOW IT WORKS

- The Data Model defines the parameters to be measured on a continuous basis, providing the rich data flows needed to keep customer dashboards always current.
- The Product Master Data Dimension Model includes product group hierarchy and attributes covering everything from launch data to molecule, and from brand to pack size.
- Insight is delivered directly to user dashboards, based on custom specifications.

## FOUR DASHBOARDS

### 01 PRODUCT

Visualize drug detail, levels of generic penetration in the specified market, search by granular criteria, including molecule and patient need.



### 02 MARKET

Planners can see size in volume and monetary value, key trends, major retail outlets, including growth or decline in market share.



### 03 COMPETITION

Keep an eye on direct competitors and those occupying similar spaces, with analysis of products, performance, growth trends and related activities.



### 04 PLANNING

Visualize different scenarios, such as sales forecasts by product, portfolio and market growth options, with comparisons of planned and actual sales.



## USE CASES FOR NTT DATA PRESCRIPTION ANALYTICS

### #1 CHANNEL MANAGEMENT



Prescription Analytics enables planners to identify trends revealing growth or decline in different

### #2 GENERICS



Owners of branded products can monitor the arrival and development of bio-similar products from generic producers.

### #3 MARKET ENTRY



When considering new market opportunities, Prescription Analytics can analyze the factors that may lead to lower risk and faster time to profit.

## BENEFITS

REDUCED IT OVERHEADS AND COSTS



HIGH PERFORMANCE



RAPID DEPLOYMENT



SIMPLIFIES WHAT IF SCENARIOS



CUSTOMIZABLE FOR DIFFERENT ROLES

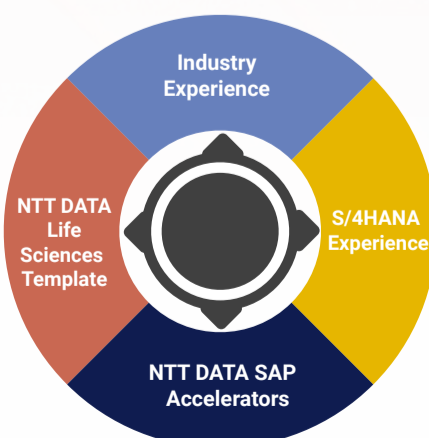


## WHY CHOOSE NTT DATA FOR YOUR SAP LIFE SCIENCES PROJECT

- Fully customized SAP S/4HANA system including all core-areas such as finance, procurement, sales, logistics, and production.
- New SAP modules such as EWM, IBP, TM, VMS etc. are included.
- SAP Business Technology Platform and Cloud Integration.

NTT DATA SAP accelerators for Life Sciences can reduce time to market and implementation cost:

- Internal Cold Chain Solution.
- CMO Cockpit & Integration Framework.
- Analytics Framework for Operational Excellence.



- NTT DATA has been serving the life sciences industry for more than 25 years.
- We offer proven experience and an end-to-end approach to integration that is particularly important in a disaggregated life sciences value chain.

- 29-year partnership with SAP.
- Over 5,000 active SAP clients.
- Leading SAP partner with over 300 S/4HANA projects.
- Resource coverage in over 58 countries.