SAP LEAP

PRESCRIPTION ANALYTICS SOLUTION

AT A GLANCE

NTT DATA's Prescription Analytics Solution helps pharmaceutical and life sciences businesses gain greater insight on their products and markets by analyzing prescription data in the cloud and presenting the results using preconfigured dashboards.

BUSINESS CASE

Pharmaceuticals is a high-stakes business, so it is important that life sciences companies have an up-to-date and accurate view of market demand for their products and those of their competitors. NTT DATA's Prescription Analytics Solution enable decision makers to quickly and easily extract more value from prescription data by presenting the information as views that are tailored to the interests of different users.

DESCRIPTION

The NTT DATA Prescription Analytics Solution is delivered from the SAP Business Technology Platform (SAP Analytics Cloud) and uses information from external prescription data providers.

The solution is based on a well-defined and periodically updated Data Model, which sets out the key data dimensions to be covered and analyzed.

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. It is supported by the Product Master Data Dimension Model, which enables scrutiny of an individual product, identified by unique product code/ID.

These data models receive input from prescription data services, with SAP Analytics Cloud providing the analytical engine that processes data and delivers insights directly to user dashboards, based on the specifications set by customers.

HOW IT WORKS

NTT DATA Prescription Analytics offers four basic views of the data, presented as dashboards, which users can configure to their own needs:

- The **Product** dashboard enables analysts and planners to search the market by medical need, molecule type, drug type, prescription need, brand, generic equivalents and retail channel.

- The **Market** dashboard enables planners to see the size of a particular drug's market in volume and monetary value, key trends, major retail outlets, including growth or decline in market share.

- The **Competition** dashboard allows users to analyze everything from direct competitors to those occupying similar spaces, with analysis of products, performance, growth trends and related activities.

- The **Planning** dashboard enables more effective planning for product and business development. Planners can alter parameters and reset or alter plans to see how different options will impact the performance of a particular product.

SUMMARY BENEFITS

- Permits more detailed, up to date and accurate planning.

- Better decision-making for prioritizing market outlets, products and competitor actions.

- Plug and play solution that is easy to use with no upfront investment needed.

- Fast deployment, based on pre-built data model to deliver benefits quickly.

- Highly customizable design enables users to define their exact requirements.

- Allows faster market entry enabled by high speed, low risk approach.

- Supports scenario testing, as users alter parameters at a click.

ABOUT NTT DATA

NTT DATA – a part of NTT Group – is a trusted global innovator of IT and business services headquartered in Tokyo. We help clients transform through consulting, industry solutions, business process services, IT modernization and managed services. NTT DATA enables clients, as well as society, to move confidently into the digital future. We are committed to our clients' long-term success and combine global reach with local client attention to serve them in over 50 countries. Visit us at nttdata.com.

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