LTI

Let's Solve

LTI Leni ◢

Pharma's New
Growth Engine

A Larsen & Toubro
Group Company

Augmented Intelligence
A Prescription for Success ▶

An unbridled pace of digital change across the drug value chain has made Pharma companies experience a cosmic growth of data across all facets of the business, from marketing to clinical development to supply chain; thus providing a strong foundation for evidence based decision making.

Pharma companies are probably witnessing the most interesting phase in the recent times, marked by an equal share of opportunities and threats. However, this interesting phase, comes along with a host otf challenges like increasing competition, longer R&D cycle times, expiring patents, declining peak sales and pressure around reimbursement. While these challenges have persisted for a long time, with every passing year challenges are getting compounded . Pharma companies are facing compressive disruption which are challenging traditional approaches.

With success being hinged on transforming data to actionable insights, the injection of AI and ML into analytics technologies is evoking a new revolution Advent of AI based augmented analytics technologies is helping companies curate insights at scale across data and analytics complexity and communicate it to end business users to drive real-time decision making.
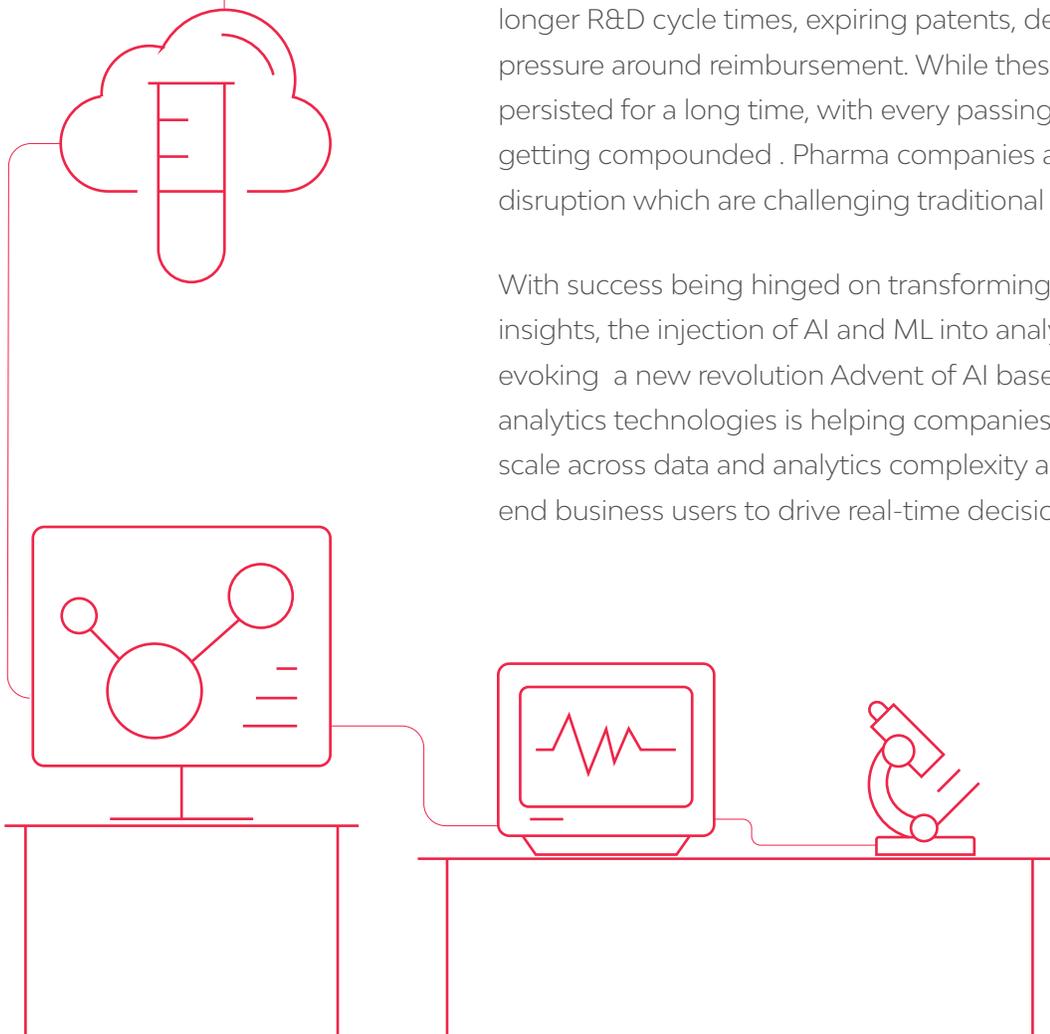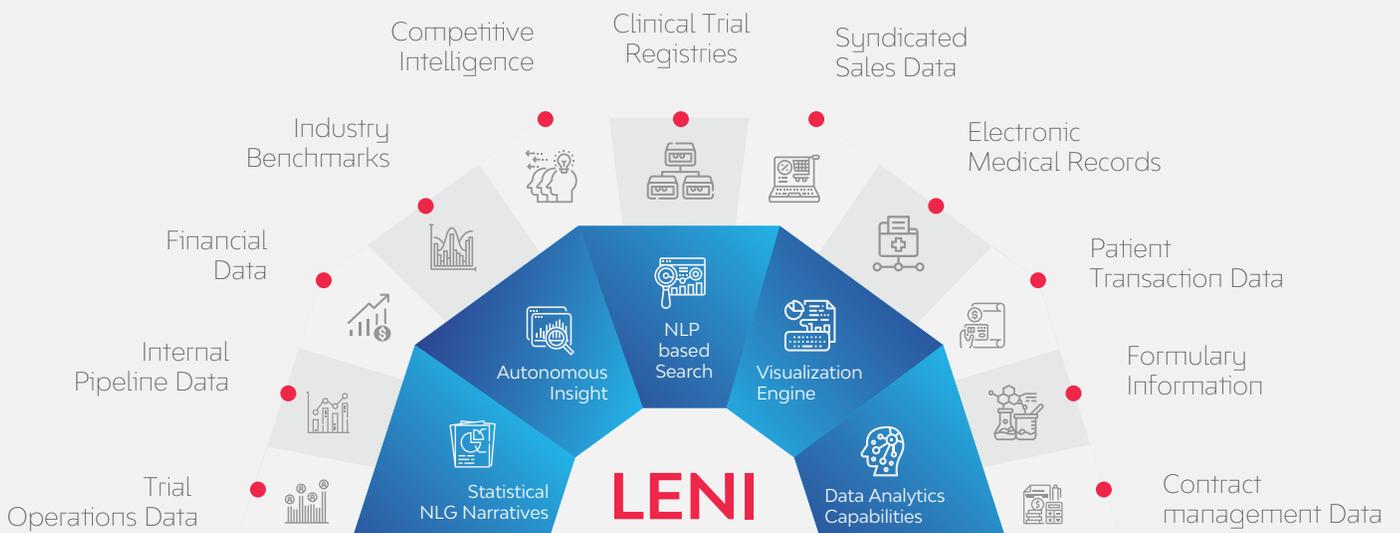
LTI Leni

The Power of Data-driven Insights – ▶ for Everyone

Leni, the world's first virtual analyst augments data intelligence for pharmaceutical organizations. It helps to undertake insights discovery and predictive insight generation through natural language search and autonomous nudges, while solving for data variety, business ambiguity and analytics complexity in real-time

Leveraging the power of data across all available sources – such as RWE, Syndicated and internal sales data, Clinical trials data, Payors data, EMR , Leni empowers pharma and life science organizations with augmented data discovery and full spectrum of analytics arsenal- from descriptive to prescriptive – helping them with actionable insights in areas such as streamlining clinical trials, accelerating discovery and approval of new medicines, improving production and supply chain operations and more targeted and personalized sales and marketing.
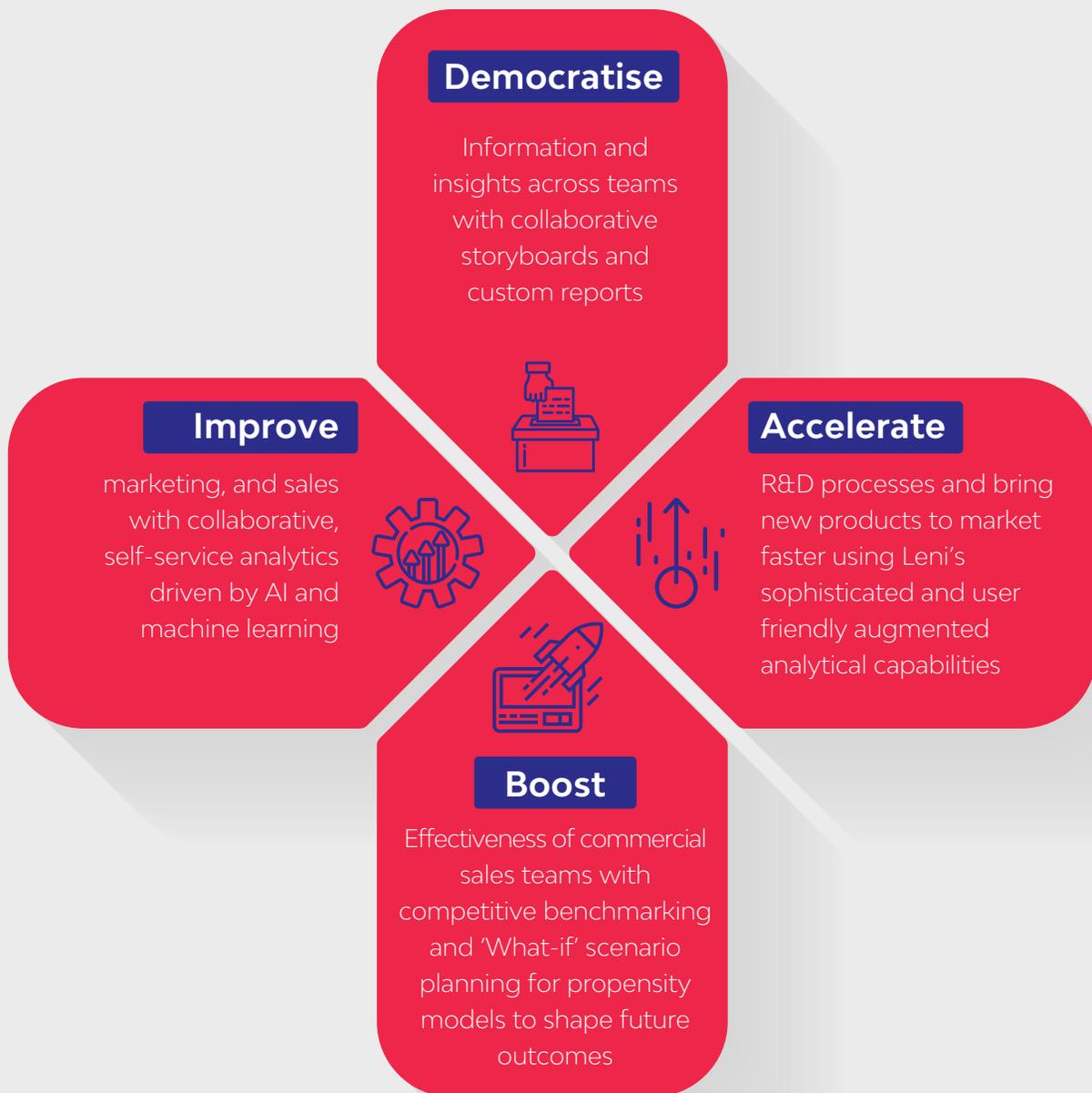
Competitive Intelligence

Clinical Trial Registries

Syndicated Sales Data

Industry Benchmarks

Electronic Medical Records

Financial Data

Patient Transaction Data

Internal Pipeline Data

Formulary Information

Trial Operations Data

Contract management Data

Autonomous Insight

NLP based Search

Visualization Engine

Statistical NLG Narratives

LENI

Data Analytics Capabilities

Your New Growth Engine | Ask

Why
Leni ?

Leni allows decision makers and the business community to interact with data at speed without necessitating knowledge of data or analytic skills. With Leni, bring actionable insights and efficiency to every aspect of your value chain

Democratise

Information and insights across teams with collaborative storyboards and custom reports

Improve

marketing, and sales with collaborative, self-service analytics driven by AI and machine learning

Accelerate

R&D processes and bring new products to market faster using Leni's sophisticated and user friendly augmented analytical capabilities

Boost

Effectiveness of commercial sales teams with competitive benchmarking and 'What-if' scenario planning for propensity models to shape future outcomes

Gain Competitive Edge Across
Your Value Chain ▶

Commercial Operations

1. Brand Book

// Enable your commercial teams to have complete visibility of brand performance and future forecast.

// Diagnose performance trends by triangulating, sales, prescriber dynamics and market access information.

// Fast track your customer campaigns through quick and easy segmentation of customers, for next best action.

2. Pre Call Planning

// Empower sales and leadership with accurate pre call information for targets hcps and accounts.

// In-depth analysis on territory/geography sales performance in tandem with personal and non personal promotion execution.

3. Payer Analysis

// Ability to track Payer performance, track pull/push through performance and promotions in tandem with contract adherence and contract forecasting.

// Assess market formulary access of brands and key competitors by Formulary Access Status/status groups.

4. Promotional Response

// Optimize the marketing channel mix by analysing commercial and market data with automated machine learning.

// Assess ROI of various promotional activities performed by the marketing team and sales force.

**//** Ability to create on the fly what-if scenarios and calibrate ROI analysis.

5. Medical Affairs

// Help your medical affairs teams and medical science liaisons manage their goals by ensuring visibility to customers' perceptions, needs and gaps between brand value and the market unmet needs.

// Diagnose key metrices and trends on MSL interactions to better understand your customers.

// Gauge interaction volumes by different dimension of customer segments, therapy area and drug attributes and measure discussion topics.

6. Commercial Data Excellence

// Ensure your commercial reporting, analytics and downstream application such as incentive compensation are credible and consistent.

// Centralized outlier detection platform for syndicated Retail, Non retail and Patient pharma datasets, with sophisticated story boarding ability to detect, deep dive and reason anomalies.
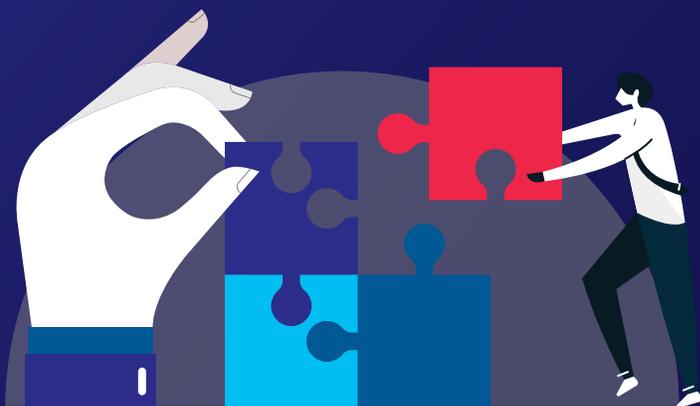
Research & Development

1. Portfolio Management

// Optimize clinical trial projects by measuring and benchmarking against internal historical trials data, competition trial information and industry benchmarks. Simulate trials and discover recommendations on study cycle times, budget, sample allocation and study location.

// Track ongoing trials and create an early warning signal by spotting risks in meeting allocated budgets and cycle times by study stages.

2. Competitive Intelligence

// Track competition assets and their progress vis a vis your assets.

// Assess and estimate near term catalyst, milestones and launch.

**//** Benchmark your pipeline assets and their clinical projects against competitor data and discover asymmetry.

3. Portfolio Prioritization

// Multidimensional analysis of market size, unmet need assessment and competitor landscape.

// Accurately predict and prioritize pipeline assets through an holistic opportunity and threat assessment and creating what-if scenarios vis a vis market situations.

Supply Chain Management
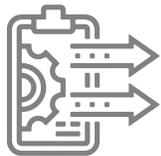
1. Demand Visibility

// Optimize sales and operations processes by improving forecast accuracy and assessment demand volatility.

// Better visibility of forecasting metrics such as forecast accuracy, forecast bias, and On Time-In-Full enabling timely and effective replenishment.

// Discover anomalies by comparing it with actual demand data and thus makes timely intervention feasible.

2. Inventory Measuement

// Get instant visibility into supply chain performance to rapidly identify and resolve potential problems.

// Increase your inventory visibility by providing inventory variance analysis, revaluation, reporting, gross-to-net inventory bridge and days on hand.

// Real-time insight into inventory operations and steps to improve performance, reduce costs, and minimize risk.

Looking to
glean more from
your data?

Fast track your augmented intelligence journey
with Leni

Request a Demo
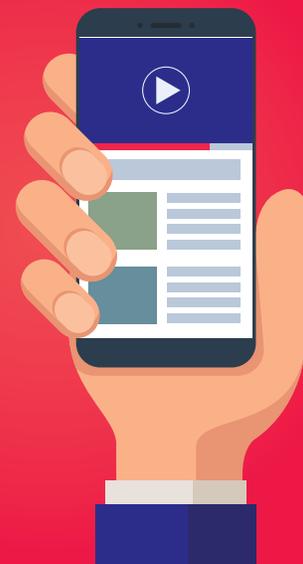
LTI (NSE: LTI) is a global technology consulting and digital solutions Company helping more than 400 clients succeed in a converging world. With operations in 31 countries, we go the extra mile for our clients and accelerate their digital transformation with LTI's Mosaic platform enabling their mobile, social, analytics, IoT and cloud journeys. Founded in 1997 as a subsidiary of Larsen & Toubro Limited, our unique heritage gives us unrivalled real-world expertise to solve the most complex challenges of enterprises across all industries. Each day, our team of more than 30,000 LTItes enable our clients to improve the effectiveness of their business and technology operations and deliver value to their customers, employees and shareholders. Find more at http://www.Lntinfotech.com or follow us at @LTI_Global.

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