

# Evaluate Custom Services

Customised solutions to help you access, analyse and manage the information you need to support effective decision-making.



CASE STUDY: [ACCESS](#) | [ANALYSE](#) | [MANAGE](#)

## Forecasting volume demand of an API for a major global pharma company

### Challenge

- The company was building business intelligence capabilities and looking to understand industry trends impacting its operations.
- The company needed an objective, data-driven analysis of forecast demand for key products to build into this initiative.



### Evaluate Approach

- Proprietary Evaluate consensus forecast data and pharma business intelligence was mined for key data points.
- Findings combined with targeted secondary research.
- Consensus sales forecast figures were used as the basis to calculate forecast demand for specific active pharmaceutical ingredients.



### Outcomes/Impact

- The client gained access to a detailed data-driven analysis of forecast volume demand based on a foundation of proprietary Evaluate content.
- The client received a customisable model for ongoing iteration and scenario planning, with an accompanying executive summary analysis drawing out the major findings.
- Key insights drawn from the analysis highlighted the major drivers of volume and value the company should incorporate into its business intelligence function.



### Why Evaluate?

- Our services team work with you to translate your business challenge into key data needs.
- Proprietary Evaluate content, including consensus sales forecasts and drug pricing, underpins an evidence-based analysis of future volume demand across the industry.
- Robust analytical framework tried and tested with real-world client business challenges.
- Our industry experts rigorously stress-test the assumptions and variables driving your custom analysis to ensure it is fit for your needs.



Download more  
case studies

[www.evaluate.com/  
customservices](http://www.evaluate.com/customservices)





Evaluate is the trusted provider of commercial intelligence including product sales and consensus forecasts to 2022 for commercial teams and their advisors within the global life science industry. We help our clients make high value decisions through superior quality, timely, must-have data and insights, combined with personalised, expert client support.

**EvaluatePharma®** delivers exclusive consensus sales forecasts and trusted commercial insight into biotech and pharmaceutical performance.

 [@EvaluatePharma](https://twitter.com/EvaluatePharma)

**EvaluateMedTech®** sets a new standard in commercial analysis and consensus forecasts of the global medical device and diagnostic industry.

 [@EvaluateMedTech](https://twitter.com/EvaluateMedTech)

**EvaluateClinical Trials®** delivers unique clinical trial intelligence expertly curated to efficiently analyse the global clinical trial landscape.

 [@EPClinicalTrial](https://twitter.com/EPClinicalTrial)

**EP Vantage** an award winning editorial team, provides daily commentary and analysis with fresh perspectives and insight into current and future industry trends.

 [@EPVantage](https://twitter.com/EPVantage)

**Evaluate Custom Services** provides customised solutions to help you access, analyse and manage the information you need to support effective decision-making.

The Evaluate services enable the life science community to make sound business decisions about value and opportunity.

[www.evaluate.com](http://www.evaluate.com)

---

**Evaluate Headquarters**

Evaluate Ltd.  
11-29 Fashion Street  
London E1 6PX  
United Kingdom  
T +44 (0)20 7377 0800  
F +44 (0)20 7539 1801

**Evaluate Americas**

EvaluatePharma USA Inc.  
60 State Street, Suite 1910  
Boston, MA 02109  
USA  
T +1 617 573 9450  
F +1 617 573 9542

**Evaluate Asia Pacific**

Evaluate Japan KK  
Akasaka Garden City 4F  
4-15-1 Akasaka, Minato-ku  
Tokyo 107-0052  
Japan  
T +81 (0)80 1164 4754