

# 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

## Delivering & managing a data feed into an in-house screening application for a major global pharma company

### Challenge

- A major pharmaceutical company was in the process of designing and building an in-house business development opportunity screening tool.
- Needed access to timely and robust commercial intelligence to incorporate into the tool.
- Regular data refresh was a key requirement.



### Evaluate approach

- We worked with the client to define key fields of interest from proprietary Evaluate consensus forecast data and pharma business intelligence.
- We developed a fully customised application programming interface (API) data feed to allow the client to pull the data into the in-house platform on demand.



### Outcomes/impact

- The client accessed a fully custom data feed specific to current business needs based on proprietary Evaluate content.
- Regular updates and ability to pull data on demand enabled the client to maximise utility and impact of the new screening tool.



### Why Evaluate?

- Our services team work with you to translate your business challenge into key data themes.
- Fully customisable data feed – complete flexibility for end user application.
- Our data feeds are built based on requirements – no restrictions or pre-defined modules, you select the specific Evaluate data fields you need.
- Flexible delivery options, from flat-file datasets to application programming interface (API) feeds.
- Our combination of industry and technical expertise ensures you obtain high impact data, packaged 'fit for purpose'.



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**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.

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