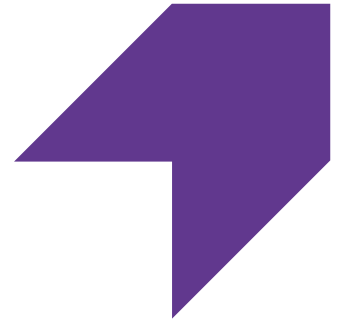


# Evaluate Custom Services



## Case Studies: Industry Trends & Insights

Gain competitive advantage with customised analysis of your past, present and future market.

Our team of industry experts deliver deep insights so you can make better strategic decisions.

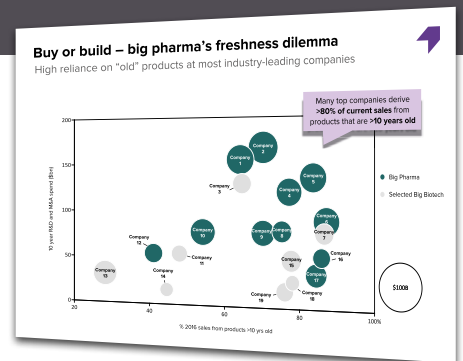
### Market Trends & Outlook Assessment

#### CASE STUDY: Custom market outlook and growth driver analysis for a biopharma Corporate Strategy group

**Challenge:** Client required accelerated access to a meaningful, targeted outlook for their focus areas in advance of a senior level executive review.

**Approach:** Evaluate developed a detailed analysis of market trends – including forecasts, growth drivers, and key competitors – that directly aligned with the client’s business segments for seamless integration.

**Outcome:** The client met their tight deadline for the strategy sessions with well-received insights that informed executive investment decisions.



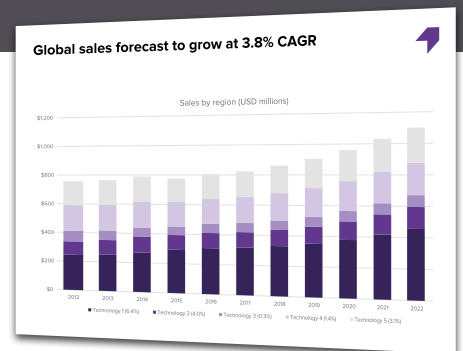
### Technology & Innovation Landscaping

#### CASE STUDY: Macro-level analysis of global technology R&D trends for a major pharma Portfolio Strategy group

**Challenge:** Client struggled to get an unbiased view of the potential impact of new technologies in their market.

**Approach:** Evaluate formulated a customised scoring system based on the competitive landscape, portfolio fit, and commercial potential to provide a shortlist of priority platforms.

**Outcome:** The client enhanced their understanding of the potentially disruptive technologies poised to have the greatest impact, and provided critical input into a strategic review of the company’s direction.



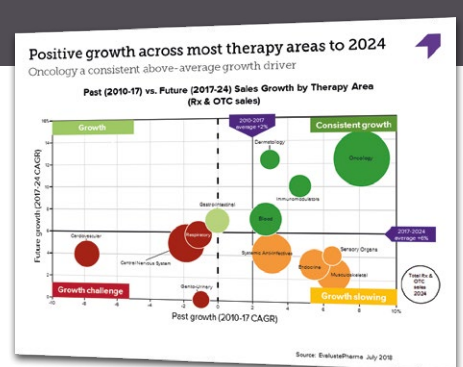
### Market Catalyst & Competitor Tracking

#### CASE STUDY: Quarterly key competitor event and catalyst tracking for a major pharma R&D Strategy group

**Challenge:** Client’s senior management needed to make portfolio investment decisions in fast-moving indications where being first-to-market delivered a significant advantage.

**Approach:** Evaluate combined EvaluatePharma data with additional research to produce a holistic view of the competitive clinical landscape, as well as a succinct, forward-looking executive summary.

**Outcome:** The client’s increased clarity around the competitive landscape allowed them to direct resources toward products with the best market positioning and commercial potential.





Evaluate is the trusted provider of commercial intelligence including product sales and consensus forecasts to 2024 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**<sup>®</sup> delivers exclusive consensus sales forecasts and trusted commercial insight into biotech and pharmaceutical performance.

 @EvaluatePharma

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

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

 @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

**Evaluate Custom Services** provides customised solutions that draw on our industry expertise and trusted commercial intelligence to improve strategic 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)

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