Awash in Data, Yet Starving for Insights?

Transform Life Sciences Commercial Teams with Augmented Analytics

October 20, 2021

whiz.ai

Agenda

Introductions

Bridging the data deluge gap

Panel discussion and Q&A

Summary

Introductions: Life Sciences Expertise

PMSA PHARMACEUTICAL MANAGEMENT SCIENCE ASSOCIATION | whiz.ai

Bijal Karande

Head of Industry Solutions,
Life Sciences WhizAI

Manesh Naidu

CMO, Althera Inc.
Ex-Mallinckrodt, Pfizer & Novartis

Prem Chandran Naveen

Digital Data & Analytics Leader,
Cognizant Life Sciences

WhizAI: **Background and Purpose**

Founded in 2017

Augmented analytics purpose built for life sciences and healthcare

Hybrid AI combining domain expertise, NLP, and deep learning

Delivering topline and bottom line growth to top global pharma

Featured on Gartner's Market Guide Augmented Analytics Tools 2021

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Order From Chaos, **But Still No Insights?**

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Augmented Analytics: **Key AI Components**

Ad-hoc Analysis:
Trained natural language engine understands and processes ad-hoc questions

Intelligent Automation:
AI automatically creates right analytics

ML Interactive Narratives
AI creates curated summaries of analytics

Actionable Insights:
Relevant, domain specific & BYOMM* ML algorithms surfaces insights

Conversational Guidance*:
Learning engine harnesses organizational knowledge to guide users for better analytics

Anomalies and Alerts:
Rule and ML based algorithms bring actionable alerts to business users

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BYOMM* Bring Your Own Machine Learning Model

Business Insights Democratized with **Augmented Analytics**

1. The future of analytics is **augmentation** (not replacement)
2. **Domain-specificity** is the next-wave and a key ingredient for analytics success
3. Delivering **contextual insights** in **natural language** and **at the speed of thought** helps drive user adoption, which in turn improves top and bottom line growth

Gartner

By 2023, overall analytics adoption will increase from 35% to 50%, driven by vertical- and domain-specific augmented analytics solutions.

...in the augmented analytics market, simply being able to generate an automated insight for a user is already no longer enough to win over customers. The contextualization and relevance of such insights becomes the battleground for augmented analytics capabilities as tool customization, personalization and learning from user data are what will make the consumer experience more "sticky."

Domain-centric: New entrants to the market are achieving contextualized, connected and relevant insights by applying augmented capabilities to specific domains (industries, functions or use cases) in which they can demonstrate expertise or knowledge, from both a services and an analytics perspective.

Thank You!

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