

# Awash in Data, Yet Starving for Insights?

**Transform Life Sciences Commercial Teams with Augmented Analytics**

October 20, 2021

# Agenda

## Introductions

---

Bridging the data deluge gap

---

Panel discussion and Q&A

---

Summary

---

# Introductions: Life Sciences Expertise



**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

# Agenda

Introductions

---

**Bridging the data deluge gap**

---

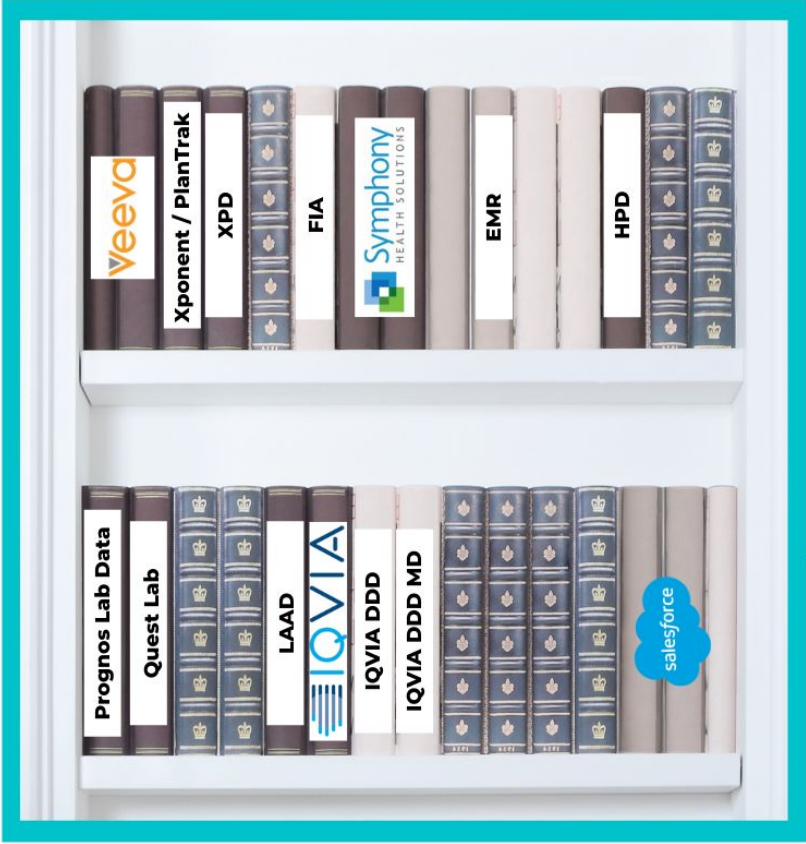
Panel discussion and Q&A

---

Summary

---

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



# Agenda

Introductions

---

Bridging the data deluge gap

---

**Panel discussion and Q&A**

---

Summary

---

# Agenda

Introductions

---

Bridging the data deluge gap

---

Panel discussion and Q&A

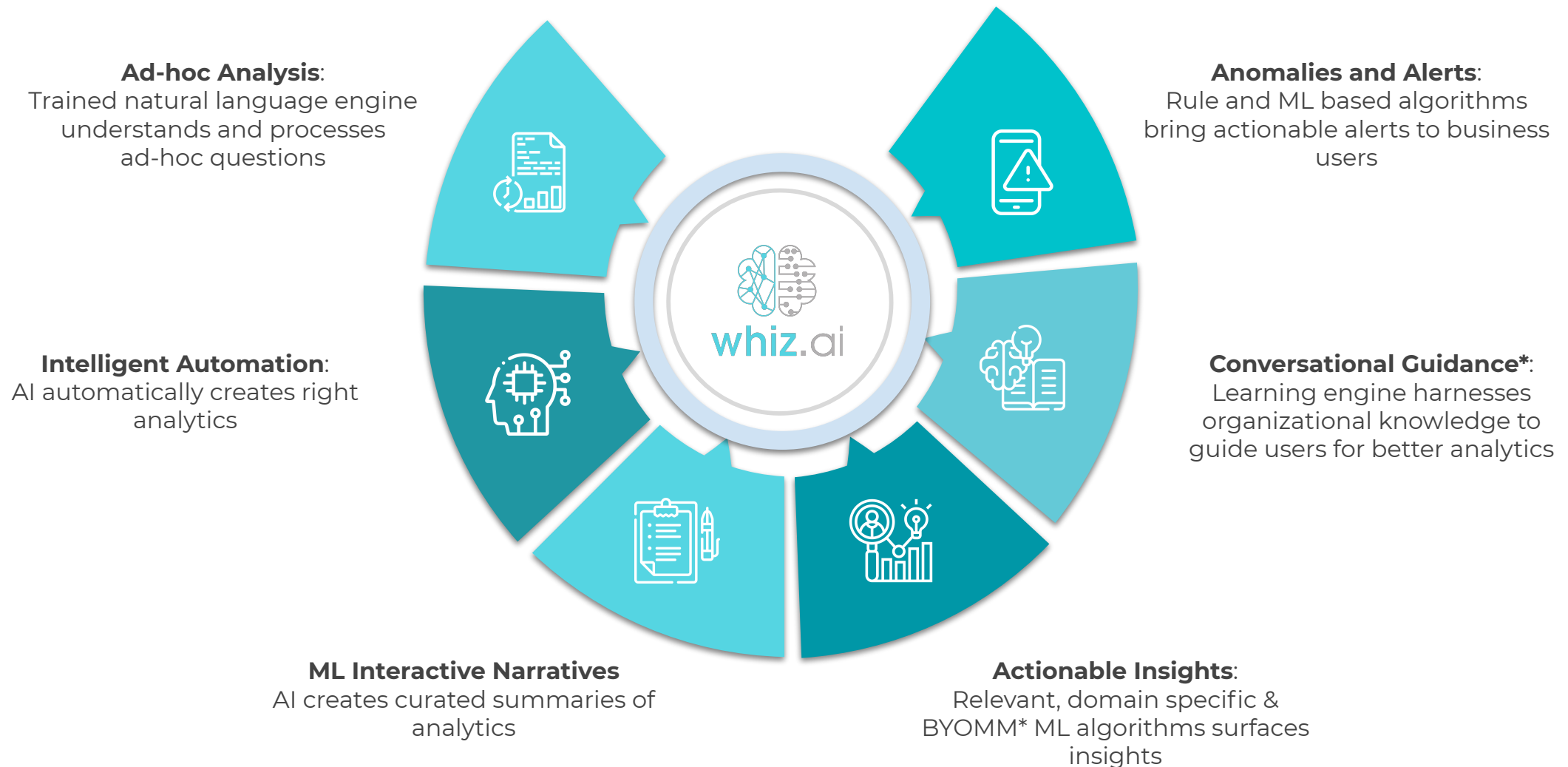
---

**Summary**

---



# Augmented Analytics: **Key AI Components**



# 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.*

