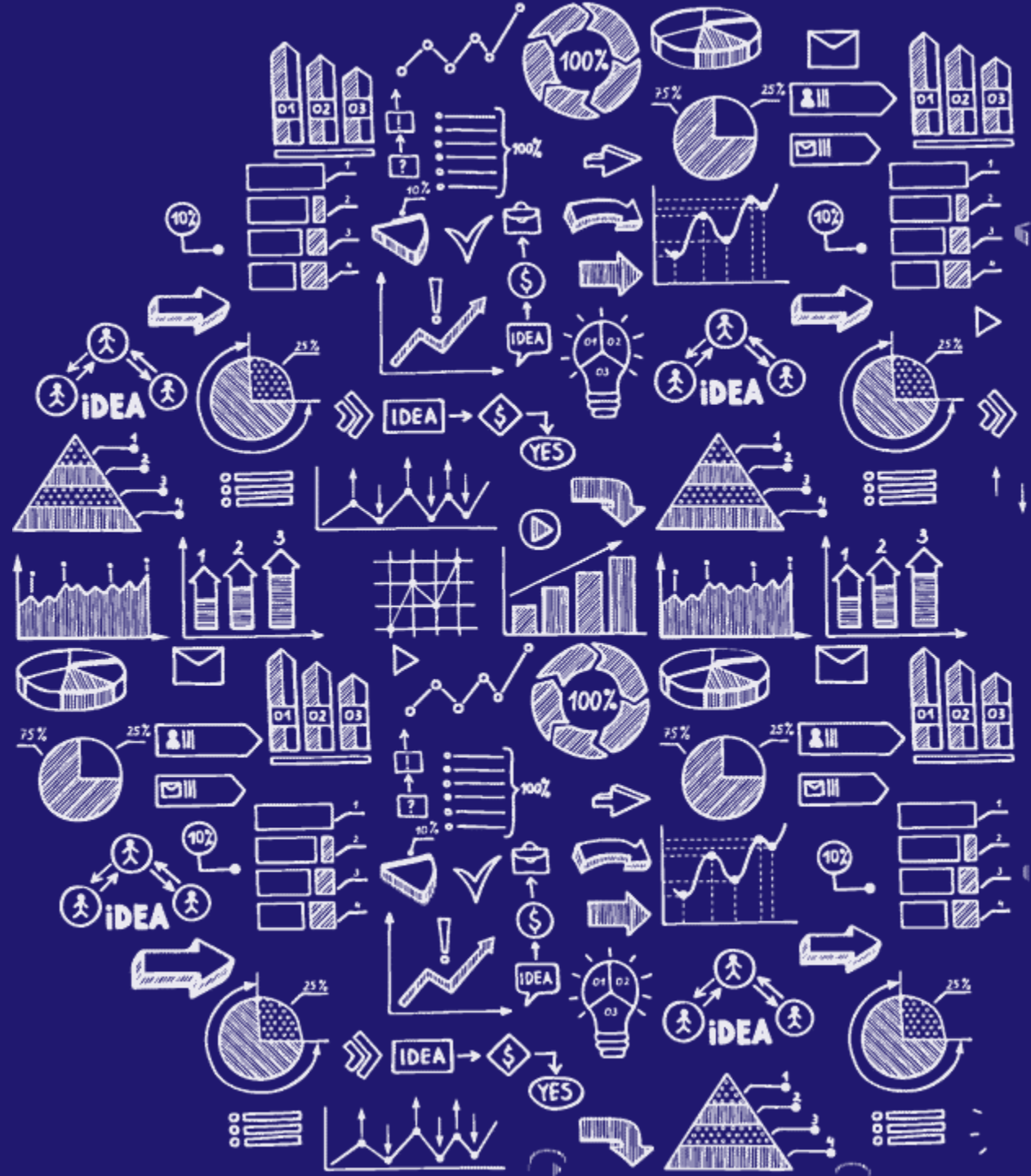


Gramener
Insights as Stories

Your D&A Analytics Partner for value creation in Pharma

Advisory Services



Transformation in healthcare & technology context is making it an imperative for life sciences companies to leverage digital, data & analytics

Key Trends

Relevance for Pharma Companies



Increasing Healthcare cost pressures

- Pressure to contain costs has led to increased focus on **value based healthcare** & population health management
- It is increasing **difficult to get reimbursement approvals** for new innovative drugs without clear differentiated value proposition compared to existing alternatives



Patient centricity & Personalization

- Shift towards **integrated patient services** and solutions and improving **patient centricity**
- Biomedical innovation is making **personalized treatments** possible
- Advancements in **Genomics** are making it possible to **predict disease evolution** at individual level



Entry of Digital natives into healthcare

- **Digital native companies** are entering by engaging with patients more closely
- For Pharmaceuticals there is a **risk of ceding ground on patient proximity** to such digital natives



Transforming role of healthcare stakeholders





- **Payers are influencing** reimbursement and hence treatment choices
- **Physicians have multiple digital channels** at disposal to inform themselves and their **expectations** from life sciences companies have **changed**



Technology advancements

- Ability to collect and harness more **patient health outcomes data** at every stage is making it possible to measure outcomes
- **Advances in Analytics, ML, AI, Data Science** are making possible to harness the data to achieve outcomes efficiently

According to industry analysts, pharma companies that are advanced in D&A, can target bottomline improvement of 4-15% points improvement, depending on context






Pharma Functional Groups	Indexed Financial Baseline	Example Data & Analytics Use-Case	Impact on Baseline	Bottomline impact (as of sales %)
	Revenues=100		+5%	+1%
 R&D	Cost = 5-20	• Drug content analytics,...	-5% to 20%	+0.25% to 4%
 Operations	Cost = 20-50	• Digital Twin for Yield, OEE improvement,...	-10% to 15%	+2% to 7.5%
 Sales and Marketing	Cost = 10-25	• Next Best Action, Tender Analytics,...	-10% to 20%	+1% to 5%
 Enabling functions	Cost = 5-8	• Reporting Automation,...	-5% to 15%	+0.25% to 1%
	EBIT = 20-30	For full list, reachus@gramener.com	+ 20-50%	+ 5% to 15%

Bottomline impact of 4% to 15% of Sales



Five key reasons, why Pharma & LS companies should consider partnering with Gramener

Why Gramener?

-  **1 Proven Pharma domain expertise**
-  **2 Broad & deep Tech expertise**
-  **3 DS&AI platform for productivity (Gramex)**
-  **4 ROI focus, mindset & accountability**
-  **5 One-Team Partnership mindset with your internal & external resources**

Select Gramener clients in Pharma & Lifesciences

US\$2b Generics player based in Asia



US\$50b Global Pharma Innovator



US\$20b Global Medical Devices Company



\$100m Biosciences company in Asia



\$7b Global Medical Specialty Company



\$30b Global Pharma

Pharma & LS companies looking for external help, can choose from four options, ranging from 4 hours to 8 weeks, to start working with Gramener

1. Executive Advisory on the Art of the Possible

Empower leadership teams to build a data-driven organization. Learn to harness the power of data & analytics to enhance your Organization

4- 6 hours



2. Data & Analytics Strategy and Roadmap

Help enterprises develop a business-aligned D&A strategy and translate it into a comprehensive roadmap with high-impact use cases.

6 Weeks



3. Data & Analytics Use Case Design

Help organizations design the blueprint of D&A use cases including functional design, technical approach and business ROI.

5 Weeks



4. Establish a Data & Analytics Team

Support Enterprises to strategize, establish and scale a Data and Analytics team / Center of Excellence (COE)

8 Weeks

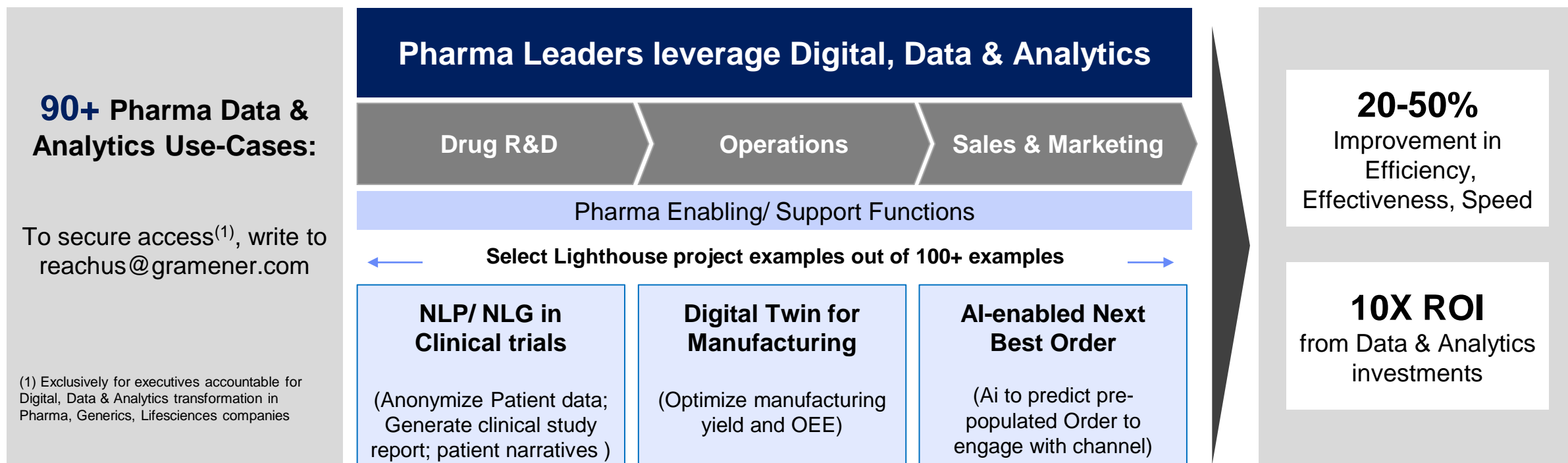


What challenge are you facing and which of our offering is relevant for you

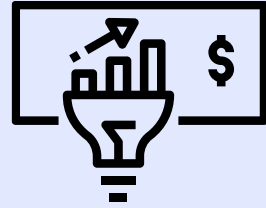
		Generate Leadership level enthusiasm for D&A by exposing the 'Art of the Possible	Develop an aligned D&A Strategy with prioritized Use-Cases Roadmap for Impact	Design Functional & Technical Approach for pre-selected use-cases	Define organization & team structure to own and drive the D&A strategy & roadmap
Your Objective →					
Relevant Gramener Offerings to support you →		Executive Advisory 2 - 4 Hours	D&A Strategy & Roadmap 6 Weeks	D&A Use Case Design 5 Weeks	D&A Org & Team structure 8 Weeks
What you Get?	Industry Examples & Best Practices	✓	✓	✓	✓
	D&A Maturity Recommendations		✓		✓
	Business Aligned D&A Strategy		✓		✓
	D&A Roadmap with High-impact Use cases		✓		✓
	Business Case & ROI			✓	✓
	D&A Use Case Functional & Technical Blueprint			✓	✓
	D&A Org Structuring				✓

Gramener's list of 90+ Pharma data & analytics use-cases, with several hands-on project experiences is a strong enabler to help accelerate your D&A efforts

90+ Pharma Data & Analytics Use-Cases to deliver +20% improvement at 10X ROI



Reach out for a discovery session!



Talk to us to explore how Gramener can help you in your **journey to accelerate value realization in Lifesciences via Data & Analytics**

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