BI ANALYTICS IMPROVES OPERATIONAL EFFICIENCY
AWARDED "IMPACT BUSINESS LEADER"

About the Client:

LG Life Sciences has developed and commercialized an array of pharmaceuticals over the years. From Interferon in 1989 (Intermax-gamma) and 1992 (Intermax-alpha), to Hepatitis B vaccine in 1992 (EUVAX B™), and recently next-generation quinolone antibiotic (FACTIVE®) was approved by the FDA in the United States.

To this end, LGLS is expanding its strategic alliances and fostering its capabilities to identify candidate drugs for development. Indeed, the company's development of new medicines is accelerating and marketing competencies are being focused on advanced markets.

LG Life Sciences

Industry
Pharmaceutical

The Project Challenges:

- The company was looking a expand in to very competitive South Asia markets. Being a late entrant in the markets LGLSI was looking to leverage information as a competitive advantage to penetrate existing loyalties, Challenge was that reliable third-party information sources are not as mature as in some developed markets.
- Primary focus was to penetrate rural pharmacy OTC and non-doctor prescription markets.
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Visvero's Solutions Approach:

- Visvero modelled the analytics framework for market share analysis and productivity analysis at the sales person, geography, pharmacy and doctor level. We created dashboards for daily analysis of field sales data and "white space" opportunities that had a high demand potential.
- Developed sales person incentives application that rolled out various novel schemes for sales person engagement.

Overall Performance & Results:

Visvero modelled the analytics framework for market share analysis and productivity analysis at the sales person, geography, pharmacy and doctor level. We created dashboards for daily analysis of field sales data and "white space" opportunities that had a high demand potential.

- Developed sales person incentives application that rolled out various novel schemes for sales person engagement.
- Visvero not only mitigated the challenges but also helped to address the long-term vision of the company in business expansion and penetration in the market. With the right resources and framework, LG Life Sciences achieved the targeted milestone.
- In 2 years became a category leader in the space.

WANT TO FIND OUT IF YOUR COMPANY CAN SEE COMPARABLE RESULTS?

Click on the link below to schedule a discovery call with one of our analytics experts. We will be glad to consult with your team about your data problems and discuss possible analytics strategies, expected results and feasibility in your organization.

Schedule a Discovery Call

VISVERO

Analytics, That's IT!

Founded in 2003, the Visvero team offers deep—and proven—expertise in artificial intelligence (AI), big data management, business intelligence, machine learning (ML), and robotic process automation (RPA). Supporting strategic business goals, Visvero's contingent staffing, project management, and agile methodologies help ensure every project is delivered on time and within budget.

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