



## Case Study

# AI-Powered Actionable Insights Help Enrich Business Functions for Fortune 500 Pharma and Medical Devices Manufacturer



## Client

The client is a US-based multinational, and Fortune 500 company that deals with medical devices and pharmaceuticals.



## Our Experience

LTIMindtree implemented an intelligent analytics platform for a global pharmaceutical company using Leni, an augmented analytics solution that provided actionable insights for medical affairs and marketing units. This platform's cross-functional collaborative interface enabled sharing of insights in real-time.



## Challenges

- ✓ Inability to manage a steady state of insights coming through multiple data sources.
- ✓ Low business user engagement with current Business Intelligence (BI) infrastructure due to lack of intuitiveness, business alignment, and ease of access.
- ✓ Lack of collaboration with siloed medical affairs, marketing, and operations teams due to lack of collaboration team.



## LTIMindtree Solution

- ✓ Created a bespoke augmented analytics platform that helped solve use cases for medical affairs and marketing units.
- ✓ Provided actionable insights to support communication and commercialization in an optimal and timely manner.



## Business Benefits

**95%**

reduction in time to insight.

**1,800+**

data steward's hours redeemed.

**24/7**

always-on, self-service collaboration platform.

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