LTIMindtree

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.