

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



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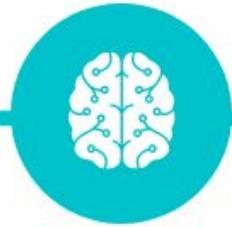
WhizAI: Background and Purpose



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

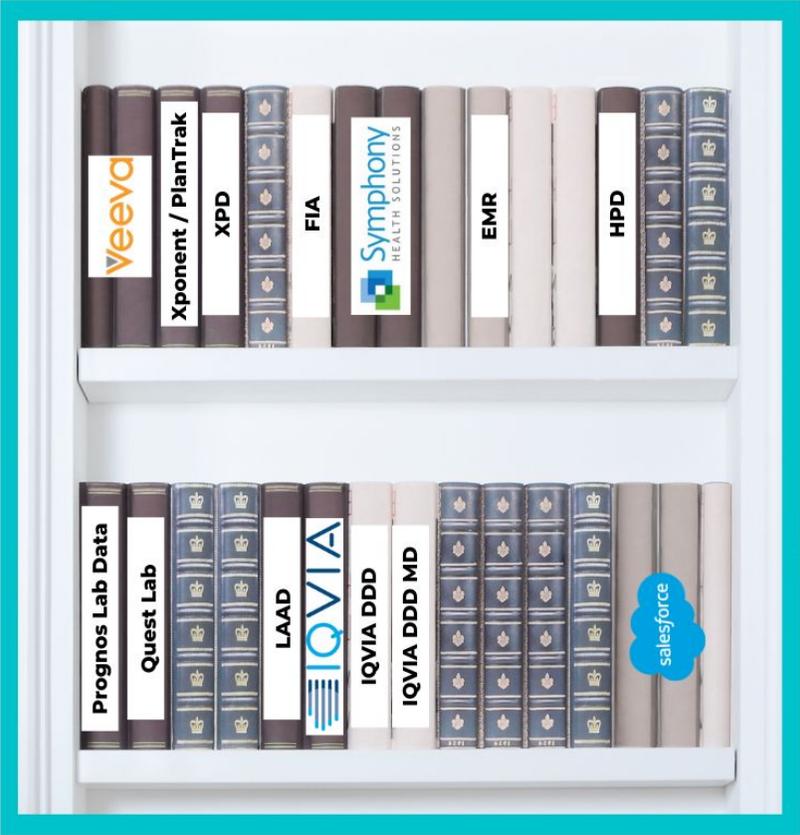
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Order From Chaos, **But Still No Insights?**



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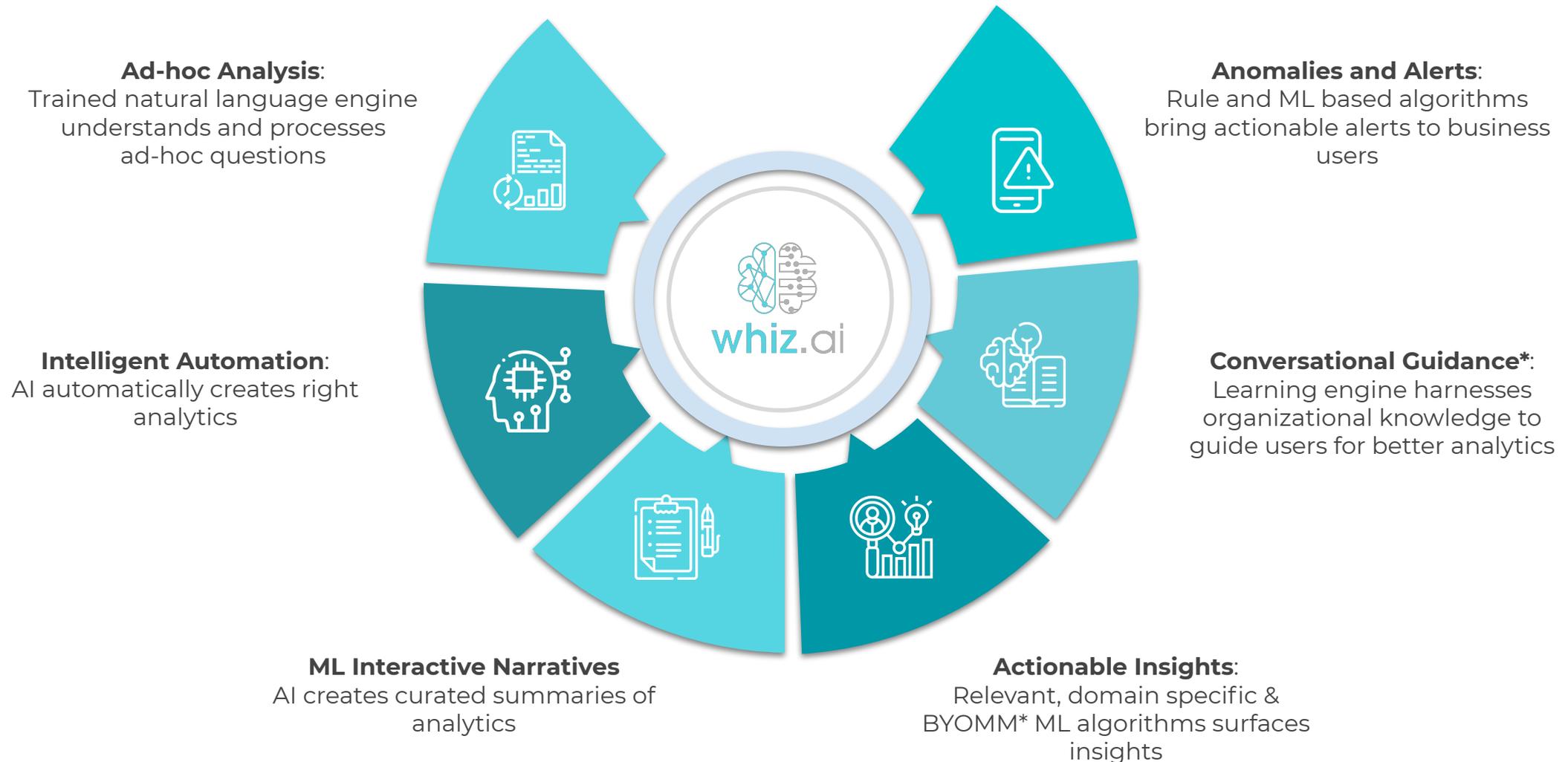
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Augmented Analytics: **Key AI Components**



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.

