

Case Study

Product Literature Database services



Customer

The customer is one of the world's largest pharmaceutical companies. The company sells its products in more than 130 countries.

Business Challenge

The customer's project team had received unconfirmed information regarding a new drug combination which was shortly going to be launched in the market. Their need was to establish the credentials of this information through secondary research.

Mahindra Satyam's Solution

Mahindra Satyam BPO provided conclusions on current status at both FDA and clinical trial levels and also the deal between the competitor and

their partner company. The investigation found that the reports were indeed correct. The findings suggested that:

- A PPI + NSAID combination could be approved by the FDA 'very quickly'
- The competitor had entered into a deal with a smaller company only to overcome a patent roadblock

Benefits

- Our research provided an early warning to the client's product development team
- This exercise reduced the time and cost of new product development by 10% on an overall basis
- The customer shifted the focus on new product development based on our report

At Mahindra Satyam BPO's KPO practice, we offer end-to-end solutions in the analytics domain across multiple industry verticals suiting the customers' service requirements. The analytics team leverages its industrial expertise in Market Analytics, Customer Analytics, Risk & Decision Analytics and Spend Analytics to deliver industry-best solutions to customers. Our KPO offerings include Market Research, Financial Research and Business Analytics.

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