Digital Transformation of Biotech and Pharma with MicroStrategy
**Biotech and Pharma**

**EXECUTIVE DASHBOARD**
Give executives full visibility into the entire pharma value chain with KPIs on essential business activities.

**MARKETING PERFORMANCE**
Analyze market trends for product purchases and prescription renewals to assess the impact of advertising campaigns.

**SALES MANAGEMENT**
Aggregate data from CRM, SFA, and other systems to give sales leaders a comprehensive view of field performance.

**SOCIAL MEDIA ANALYTICS**
Monitor social media data to detect shifts in brand reputation and to obtain early awareness of adverse drug responses.

**INVENTORY OPTIMIZATION**
Keep inventories in sync with demand to avoid stock-outs or stagnant supplies.

**DISTRIBUTION CENTER OPERATIONS**
Equip DC supervisors with real-time KPIs and mobile tools to streamline warehouse operations.

**DISTRIBUTION ANALYSIS**
Monitor global distribution networks to identify performance issues and uncover potential counterfeiting.

**R&D**
Clinical, Computational Modeling, Trials, Regulatory

**HEADQUARTERS**
Centralized Functions: Sales Management, Marketing, Financials

**MANUFACTURING**
Suppliers: Raw Materials, Active Pharma Ingredients (API) Contract Manufacturers, Packagers

**DISTRIBUTION**
Regional Warehouses, Distributors, Wholesalers

**COMMERCIAL**
Hospitals & Clinics, Pharmacies, Retail

**PRODUCT ANALYSIS**
Analyze buying tendencies and prescription renewals to uncover new product opportunities.

**CLINICAL TRIAL INTELLIGENCE**
Assess the feasibility of new drugs by analyzing clinical trial data from multiple sources.

**EVIDENCE-BASED REPORTING**
Compile real-world evidence to prove your products improve patient outcomes and reduce healthcare costs.

**SUPPLY CHAIN MANAGEMENT**
Give executives real-time KPIs on supply chain performance so they can rapidly identify and resolve potential problems.

**QUALITY CONTROL**
Ensure that product quality measures and manufacturing processes comply with Current Good Manufacturing Practice (CGMP) regulations.

**FIELD SALES ENABLEMENT**
Deploy highly customized mobile apps to increase the efficiency and effectiveness of commercial teams.

**E-Detailing**
Connect with physicians by providing detailed product information and training through mobile apps.

**PRESCRIPTION ANALYTICS**
With insight into the prescribing behaviors of physicians, reps can tailor their interactions and increase success rates.