



Industries
Information Services
Healthcare

Process
Business research

Delivering faster and higher quality research for an information provider to the pharmaceutical and biotech industries

The Client

Our client is one of the world's premier sources for pharmaceutical and biotech analysis delivering exclusive, trusted commercial insight into industry performance to investment banks, consulting firms, and pharmaceutical and biotech companies.

The Client's Challenge

In the year 2006, the client was faced with three challenges:

1. scaling up its workforce to meet the growing demand for its services,
2. proliferation of information sources that had to be analyzed to deliver value-based research reports to their clients, and
3. increasing cost of operations.

To overcome these challenges, the client decided to leverage outsourcing and chose to partner with WNS in this journey. WNS set up the client's offshore team at its delivery center in Gurgaon, India. The offshore center was staffed with highly skilled professionals, including postgraduates in Pharmacy, Chartered Accountants and MBAs in Finance.

The WNS Solution

WNS worked collaboratively with the client to re-engineer and standardize the processes for delivering research reports prior to transitioning them to its offshore center. The transition team worked collaboratively with the client at its onshore location to create detailed process manuals for the in-scope processes. The WNS team also defined a performance matrix to help measure and improve overall process performance.

The team at WNS currently delivers the following processes:

- **Pipeline Management:** WNS delivers information on the entire drug discovery and development pipeline, approved drugs, company profiles, management contacts of pharmaceutical and biotech companies across the globe. This includes detailed information on development history, clinical trials and mechanisms of action, patents, molecular structures and regulatory filings.
- **News Management:** This includes daily monitoring, updating and tagging of news for pharmaceutical and biotech industries, as well as managing a calendar of events.

- **Financials:** This includes the creation of a historic financial database covering the past 10 years, quarterly financial information from global Pharma majors and daily updates comprising the subject companies' latest press releases. The team also tracks information such as licensing deals, pharmaceutical sales, company profiles, mergers and acquisitions, royalty rates and milestone payments.
- **Forecasts:** This includes delivering projected consensus sales information on both approved and pipeline drug products; detailed forecasts by therapeutic area; and company, mechanism and other drug characteristics.
- **Share Price Analysis:** This includes tracking and analyzing daily share price movement in the pharmaceutical industry.

Benefits delivered by the WNS team

- Scaled the number of companies covered for the research reports from 300 to over 2,600 over a period of three years. This has ensured deeper insights for the clients.
- Increased speed-to-market for information requests.
- Allowed the client's strategic resources to focus on developing new products rather than spending their time on developing research reports.

About WNS

WNS is a leading global business process outsourcing company. Deep industry and business process knowledge, a partnership approach, comprehensive service offering and a proven track record enables WNS to deliver business value to the world's leading companies. WNS is passionate about building a market leading company valued by our clients, employees, business partners, investors and communities.

To learn how we can help extend your enterprise,
write to us at info@wns.com