



CASE STUDY

PHARMACEUTICALS

WNS' REVENUE FORECAST MODEL ENABLES A PHARMACEUTICAL MAJOR TO ACQUIRE **SALES AND DISTRIBUTION LICENSES FOR KEY AFRICAN MARKETS**

One of the leading global pharmaceutical manufacturers was planning to market a therapeutic product for osteoporosis in more than a dozen African countries. WNS evaluated the business opportunity and deployed a revenue forecast model, which enabled the client to understand revenue potential in the defined markets. WNS' extensive research methodology enabled the client to acquire sales and distribution licenses for the product in the targeted countries.

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The Client

One of the leading global pharmaceutical manufacturers

Business Challenge

The client was planning to market a therapeutic product for osteoporosis in more than a dozen African countries. Before entering these countries, the client needed to assess potential demand and expected revenues for the product in those countries.

The WNS Solution

WNS developed a revenue forecast model by deploying an extensive research methodology. This analytics-driven model constituted:

- Region-wise analysis of patients suffering from osteoporosis
- Evaluation of existing treatment options and prescription patterns
- Analysis of market trends, competitor data and target market size for inline and pipeline products in the treatment of osteoporosis
- Forecasting revenue potential of the target markets

Benefits Delivered

High impact benefits included:

- WNS' revenue forecast model enabled the client to carve out its market-entry strategy into the target African countries
- The client acquired sales and distribution licenses for more than a dozen target African markets

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