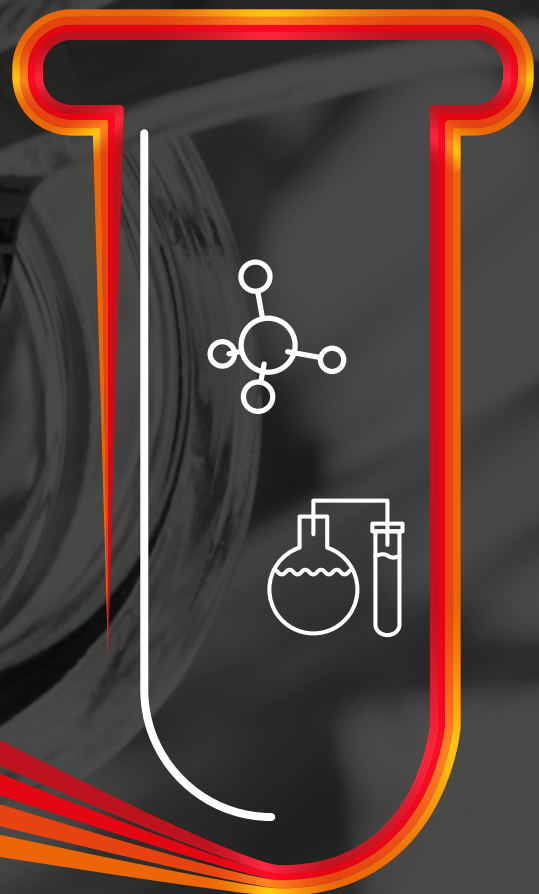
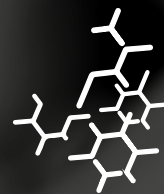


ANALYTICS UNCOVERS REVENUE POTENTIAL OF LEAD COMPOUND, ENABLES **DRUG DEVELOPMENT**

This is our story of co-creating a solution with
a bio-pharma company





AS WE KNOW...

Drug discovery and development is an expensive and protracted process. Identifying a lead compound and successfully using it to develop a new drug is hugely complex, and spread over several years and lengthy clinical cycles. Multiple factors such as market size and competitors' pipelines have to be considered. As drug development costs and timelines spiral and success rates decline, companies need to transform the overall process – using levers such as analytics to generate smart insights and improve decision-making.

THE CHALLENGE FOR A BIO-PHARMA COMPANY WAS...

To develop its lead compound into a new drug (for cancer treatment) amid significant crunch in capital. The right insights were required to cost-effectively execute the clinical development of this lead compound, while aligning with the commercial opportunity. This involved expediting the approval from Food and Drug Administration (FDA) and improving cash flow to further invest in the lead compound as well as develop other compounds in the Research and Development (R&D) pipeline.

HERE'S WHAT WE CO-CREATED AS A SOLUTION...

WNS leveraged its domain and analytical expertise to support the bio-pharma company in the commercial and clinical assessment of the lead compound. Key aspects of the solution included:

- Creation of a three-dimensional framework to prioritize indications for the lead compound based on commercial and clinical attractiveness, and ease of development
- Preparation of various in-depth business case studies to showcase the revenue potential of the lead compound
- Development of forecasting models for multiple scenarios related to competitors' pipelines and potential pricing of the lead compound to account for the uncertainty and sensitivity parameters

The forecasting models and business cases were continually updated to ensure that revenue predictions of all indications reflected more real-time scenarios.

THE OUTCOMES FROM THE PROCESS OF CO-CREATION ARE...

The bio-pharma company could successfully position the medical and revenue potential of its lead compound to internal and external stakeholders. Key benefits include:

- Efficient utilization of capital in planning and executing the most clinically and commercially viable indications
- Streamlined strategy for executing the drug development plan
- Improved scope of validating internal thinking with independent external assessments to enable registration-directed study and multiple Proof of Concept (PoC) studies with respect to the lead compound

ANALYTICS-LED INTELLIGENCE POWERS STRATEGIC DRUG DEVELOPMENT

WNS (Holdings) Limited (NYSE: WNS) is a leading Business Process Management (BPM) company. We combine our deep industry knowledge with technology, analytics and process expertise to co-create innovative, digitally led transformational solutions with over 400 clients across various industries. The industries include banking and financial services, consulting and professional services, healthcare, insurance, manufacturing, media and entertainment, retail and consumer packaged goods, telecommunications and diversified businesses, shipping and logistics, travel and leisure, and utilities and energy. We deliver an entire spectrum of BPM solutions including industry-specific offerings, customer interaction services, finance and accounting, human resources, procurement, and research and analytics to re-imagine the digital future of businesses. We have delivery centers worldwide including in China, Costa Rica, India, the Philippines, Poland, Romania, South Africa, Spain, Sri Lanka, Turkey, the United Kingdom and the United States.

To know more, write to us at

marketing@wns.com or visit us at www.wns.com

CO-CREATE TO
OUTPERFORM

WNS