About Data Intelligence

Data Intelligence specialises in sales and marketing software solutions and services for the pharma industry.

Our aim is to remove the pain from using pharma business information. Our solutions are designed to bring together fragmented sales and marketing data – wherever it comes from – to allow instant analysis and reporting.

We firmly subscribe to the view that Business Intelligence is a service, not just a system. So, Data Intelligence brings together decades of pharma industry experience, the latest Microsoft Business Intelligence technology and high standards of client service to meet changing business needs.

The result is a proven approach providing powerful Business Intelligence to meet the individual needs of pharma executives and deliver competitive advantage to our clients.
Joining up the global dots
The perfect data intelligence tool for pharma market researchers

**PharmaANALYTICS™ – the benefits**

A single, flexible platform allowing fast analysis and unprecedented insight into disparate data sources. PharmaANALYTICS can quickly plug-in an unlimited number of internal or external data sources. We already handle over 40 different national, sub-national and international pharma data sources, including from secondary providers such as IMS and CSD.

Designed by a team of experts with decades of experience in the pharma market research industry

We have a deep understanding of the pharma sales lifecycle, the complexity of the data and the information management issues you face. Using this knowledge, PharmaANALYTICS includes built-in analyses and best practice reports that add real value from the outset.

**Easy-to-use front-end reporting tools and dashboards tailored to individual users’ needs**

The ‘open’ architecture of the PharmaANALYTICS platform gives you a wide choice of front-end tools – either online or on your desktop – to support changing business requirements. From brand managers to sales reps to market researchers, the platform can be personalised for any user to do exactly what they need to perform their jobs effectively.

**Simple implementation and effortless upgrades, meaning time and cost savings for your business**

PharmaANALYTICS is a fully serviced solution that can be easily customised to your organisation’s data and business rules, avoiding the typical lead time, risk and costs associated with building traditional data warehouses. Rapid deployment ensures that the expected benefits are realised quickly, maximising the return on your investment.

**Market Review**

Easy-to-use web-based dashboards and reports tailored to individual user’s needs

**Features:**
- Personalised report parameters – e.g. by brand, product, territory
- ‘Context carry’, allowing users to retain key parameters, such as territory, when they move from one report to another
- Easy-to-use ‘ad hoc multi-pick’ functionality allowing in-depth data comparisons
- Powerful, PowerPoint-friendly presentation features direct from dashboards
- Reports and data downloadable to Excel
- Mapping capability

**XLCubed**

A Microsoft Excel-based ad hoc analysis tool

**Features:**
- Sophisticated Excel-based ad-hoc query tool
- Microcharts, sparklines, bullet graphs and other Word-sized graphics for clear reports
- Dashboards or reports held locally on laptops can be regularly refreshed with the latest data
- ‘WYSIWYG’ Excel spreadsheet publishing direct to the web
- Linked updates in PowerPoint
- Hassle-free, all-in-one-page print settings