

SCHOOL STREET

Use Case

## **Competitor Analysis**

Identify competitors and assess the impact of their strategies and upcoming readouts with expert intelligence designed to help you stay a step ahead

## Do you need to:

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- Understand what's happening in the market and why?
- Make sense of your competitive landscape?
- Track what your competitors are doing and who they are partnering with?
- Predict probability of success and estimate future success of drugs in development?
- 5 Assess the market potential of assets and how to position your assets?
  - Get a long-term view of the market?



The Solution

Citeline gives you the tools, data, and analysis you need to effectively track your competitors and be aware of upcoming events that will impact the market landscape.

Scrip

## Understand what's happening in the global commercial pharma markets, from industry trends and company strategies to key executive perspectives, and what the implications of these are for In Vivo your business. Pharmaprojects Get a long-term view Understand the global on key players, in-depth competitive landscape from coverage of company pre-clinical right through to strategies, expert analysis market, to be alerted to key of deal making, R&D, milestones and timelines market access, finance for competing drug strategies and more. development programs. The Solution Biomedtracker Datamonitor Enrich your strategic lens **Healthcare** with real-time events tracking Assess the future and analysis to help you market potential of understand how impactful assets in development market movements and drug and understand how developments could impact competitors' marketed Pharmapremia the value of your assets in drugs are performing. the market landscape. Accurately benchmark competitors probability of success and potential L development timelines to help identify competitive threats and opportunities

about drug pipeline prioritization, partnerships and acquisitions.

## Ask the Analyst - included as part of your subscription

You'll also get direct access to the global team of industry experts, including PhD and MD Scientific analysts, available to help answer your questions as you research and build your business strategy.

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