



# 'Pharma Company of the Year'

Sponsored by



## Winning Team:

Janssen



### The judges said:

"This was a very professional submission. A **wide-ranging focus for BI** was described, including **integration with the wider business** and working with the local community. The submission demonstrated **strong patient centricity**, which increased the breadth of the Janssen team's apparent remit and activities. Winning both internal and external awards was a positive."

### Winning team's short summary of their entry:

The Janssen Business Intelligence & Business Operations team drives decision-making across the business, based on actionable and deep insights. We collaborate closely with local, regional and global colleagues to provide an independent view to commercial teams based on high-quality advanced analytics, forecasting and market research. This makes us a highly valued partner for all core sectors of the local operating company and beyond.

#### What do we do?

- We have a broad range of responsibilities, which include conducting cross-company primary and secondary market research, competitive intelligence, forecasting, modelling, market analysis, commercial analysis, sales and activity analysis, CRM management and reporting, targeting and segmentation, reporting on brand and company performance, as well as setting benchmarks to help define targets across the business.

#### How do we achieve excellence?

- Delivering actionable insights is core to our way of working and part of each team member's personal objectives
- We share a continuous improvement mindset, driving innovation in our area and across the business. For example, implementing our new project and knowledge management system which reduces research duplication and shares insights and deliverables with a global audience
- We are embedded within our local brand teams and highly valued business partners on a local, regional and global level
- Patient centricity is paramount to us and we actively work with patient advocacy groups to make sure the patient's voice is heard