



## **Accelerating Business Development Decision-Making with Tovana**

## **Executive Summary**

A leading global pharmaceutical company implemented Tovana's Al-powered Opportunity Assessment solution to transform their business development process. The platform's automation capabilities provide rapid, comprehensive commercial analysis of acquisition targets, enabling the company to significantly reduce assessment time and costs and secure promising assets ahead of competitors.

# The Challenge

A global pharmaceutical leader, continuously evaluates acquisition and licensing opportunities to expand their therapeutic portfolio. The Business Development team faces intense competition in identifying and securing promising drug candidates. Before Tovana, the team struggled with:

#### Time **Barriers**

At least 6-8 weeks per assessment

## Resource Drain

Manual, tedious process for conducting evaluations

# Methodology

Inconsistent

Different approaches led to variable quality assessments

### Cost Inefficiency

One-and-done analysis per evaluation



"We have to kiss a lot of frogs before finding the right investment. There's always time pressure as there's competition for good opportunities. We need to identify them quickly and make a move."

VP US Commercial Strategy, Partnerships, and BD&L

## **The Solution**

The company partnered with Verix to implement the Tovana Opportunity Assessment, codeveloping tailored modules that automate and standardize the evaluation of commercial opportunities across the portfolio. The solution integrates seamlessly with the company's existing data ecosystem-including Veeva Compass, CRM, and patient-level data-and enables unlimited opportunity assessments with minimal setup. Standard evaluations are configured within hours, while more complex analyses, such as segmentation of specific patient populations can take up to 2–3 days to complete. Core capabilities include:

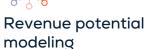


assessment



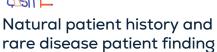
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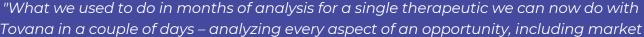






and investment projections





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potential, competition, required sales force, and more.

# Within six months of implementation, the company achieved remarkable improvements:

The Results and Imapct

**Efficiency Gains:** 

## **>50%** reduction in

assessment time

Strategic Advantages:

per assessment

>10x

Deeper commercial insights earlier in

reduction in cost

# under a fixed license fee

**Unlimited** 

**Business Impact:** Successfully executing on the first

number of evaluations

#### the evaluation process Improved opportunity prioritization Enhanced decision-making confidence

- Expanded use for internal portfolio planning

#### deployment Expected ROI within the first year

of implementation

opportunity within four months of

"The platform's automation is a game-changer, providing us with faster insights, deeper commercial understanding, and the flexibility to adapt to any assessment scenario."

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The Competitive Advantage

### Before selecting Tovana, the company evaluated multiple options for commercial opportunity assessment. Each alternative presented critical limitations—ranging from a lack of commercial focus to high costs and resource demands. Ultimately, Tovana stood

recommendations

out by offering the ideal combination of pharmaceutical domain expertise and advanced Al capabilities on an agile platform that automates and streamlines complex evaluations. **Key Limitation Solution Option** 

Focused more on scientific rather than commercial assessment

Required significant AI expertise outside of the core business

Costly, time-consuming, and don't always lead to optimal

Traditional Consulting

Internal Development

Venture Funds

**Future Direction** 

Building on the success of the Opportunity Assessment implementation, the company's

- business development team is expanding its use of the platform with new specialized modules:
- Market share prediction

• Internal portfolio planning

Natural language/chatbot interface to navigate the data

