A $25B pharmaceutical company approached Gartner to better understand, and capitalize on, existing and upcoming data & analytics (D&A) investments. Leadership knew that D&A is critical to the success of their patent portfolio growth and would underpin new models of business in the face of COVID-19.

Industry: Pharmaceutical
Revenue: Over $20 Billion
Employees: Over 70,000
Mission-critical priority
Leadership had invested heavily in data & analytics and needed to prove the value of a $50M data program. With bold ambitions for disease control and growth plans for its patient portfolio, D&A was identified as critical to the future success of the organization.

How Gartner helped
Gartner worked with the client to design an enterprisewide D&A journey. Then Gartner applied and scaled its Research & Advisory concepts across several Consulting projects. All of this was possible through ongoing collaboration and alignment between Gartner and the client.

Mission accomplished
With Gartner’s support, the client was able to:
- Fund 14 D&A initiatives with the goal of asthma prevention-and eliminating COPD as a cause of death.
- Publish the world’s first data and AI ethics policy to deliver medicines in a responsible and sustainable manner.

Questions about becoming a Gartner client? Let’s connect.