

Modern Cloud Data Analytics Platform



Customer Need

The journey toward digital transformation is challenging for competitive life sciences teams. Many struggle to connect analytics to action when managing commercial operations to drive continued commercial success.

Data silos continue to hinder consolidated landscape views which lack the scope required to support rapid decision-making cycles. The aggregation of data that is stored in various silos is time consuming and resource intensive. Ultimately, this impacts the effectiveness of the final output being produced for analysis.

The lack of accurate and timely analytics delays commercial initiatives while rendering omni-channel marketing efforts nearly impossible to conduct. Life sciences teams need the underlying capabilities to access, aggregate, organize, manage, and glean insights from disparate data sources across the organization so they can see the 'bigger picture' and act on it.

Key Features

The Conexus Modern Cloud Data Platform is a powerful data analytics platform that makes data sharing easy and is considered a core component of business intelligence. The platform is purpose built to support the complex needs of life sciences teams. It enables rapid data onboarding, aggregation, integration, and sharing from a single source of truth. The platform includes enterprise data management functionality, master data management capabilities, and robust data visualization for business insights and reporting.

Dynamic analytics capabilities facilitate data exploration and ad-hoc analyses. And, a cloud data warehouse ensures the durability, resiliency, and the availability of the system.

Data visualizations help teams communicate more effectively. Users can offer accurate, organized insights to the field force, leadership teams, and the home office. Metrics can be tailored to different audiences and support rapid, data-driven decision-making processes. The platform leverages PowerBI visualizations to generate interactive dashboards.

Commercial sales operations tools offer additional flexibility with end-to-end sales planning.

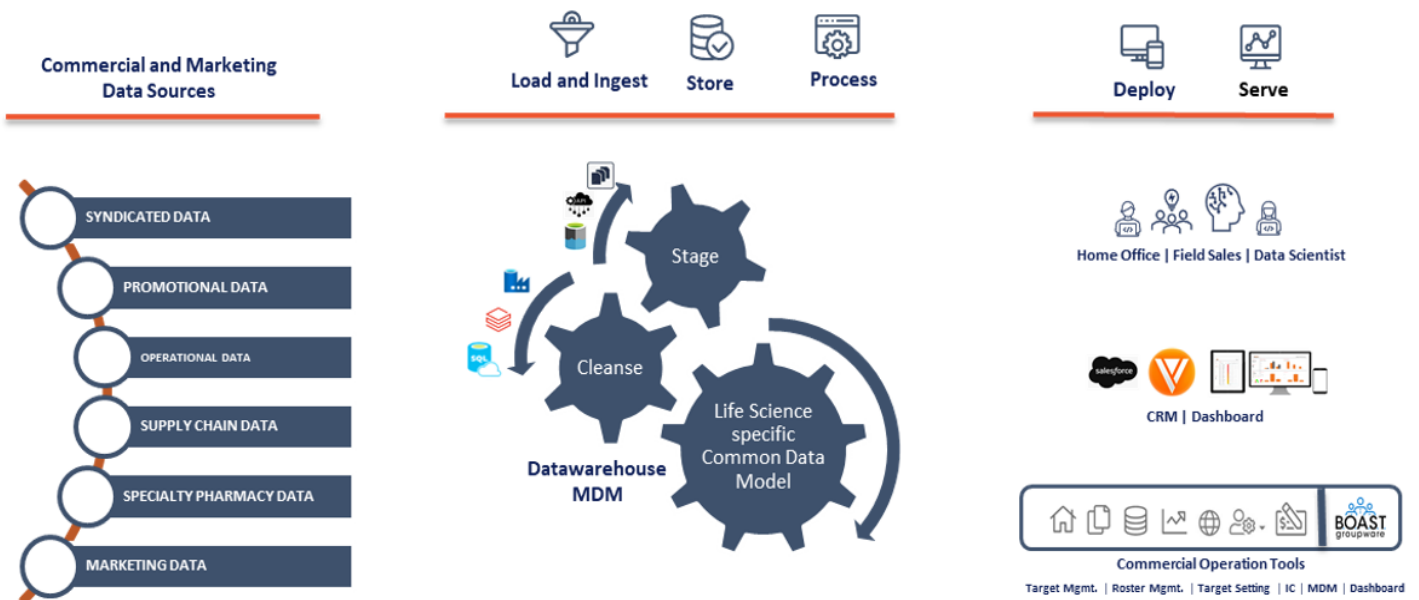


Benefits of Modern Cloud Data Analytics Platform

The Conexus Modern Cloud Data Platform enables life sciences teams to share and manage critical enterprise data without boundaries. With the Modern Cloud Data Platform, teams can orchestrate decision-making cycles to manage ongoing operations and maximize commercial success.

The secure cloud-based platform empowers teams to efficiently use and share data assets in more meaningful ways, connecting analytics to actions. It delivers full analytics capabilities that help teams discover, predict, and communicate improved insights that result in shorter time to value and improve commercial performance.

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About Us

Conexus Solutions delivers innovative sales and marketing operations support and technology solutions to small and mid-size life sciences companies. Our solutions and services are built on decades of experience and innovation in life sciences commercial operations. We understand the unique challenges life sciences companies face in transforming their analytics and how Modern Cloud Data Analytics Platform can be used to address these needs. Visit us at: www.cnxsi.com.