

# Pharma Commercial AI Observability

An AI-powered commercial observability agent that continuously monitors performance across geographies, products, channels, and payers, detecting early revenue and execution risk for proactive intervention.

## Business Challenges

Pharma commercial leaders navigate rising complexity across territories and channels, yet performance issues are typically uncovered after the quarter closes when corrective action is no longer possible and fragmented data limits visibility.

## Key Capabilities

- Real-time deviation detection across prescriptions, HCP engagement, payer dynamics, and channel execution before revenue impact
- Automated root-cause analysis across payer, territory, prescription trends, and channel performance dimensions
- Intelligent early warning system with context-aware alerts and specific corrective action recommendations

## Business Impact

- 10–20% improvement in forecast accuracy through early anomaly detection and trend identification
- 80–90% of performance anomalies detected early before material revenue impact
- 15–25% reduction in revenue leakage through faster intervention on territory and channel issues

Trusted by 25+ F500/G2000 Life Sciences Clients

