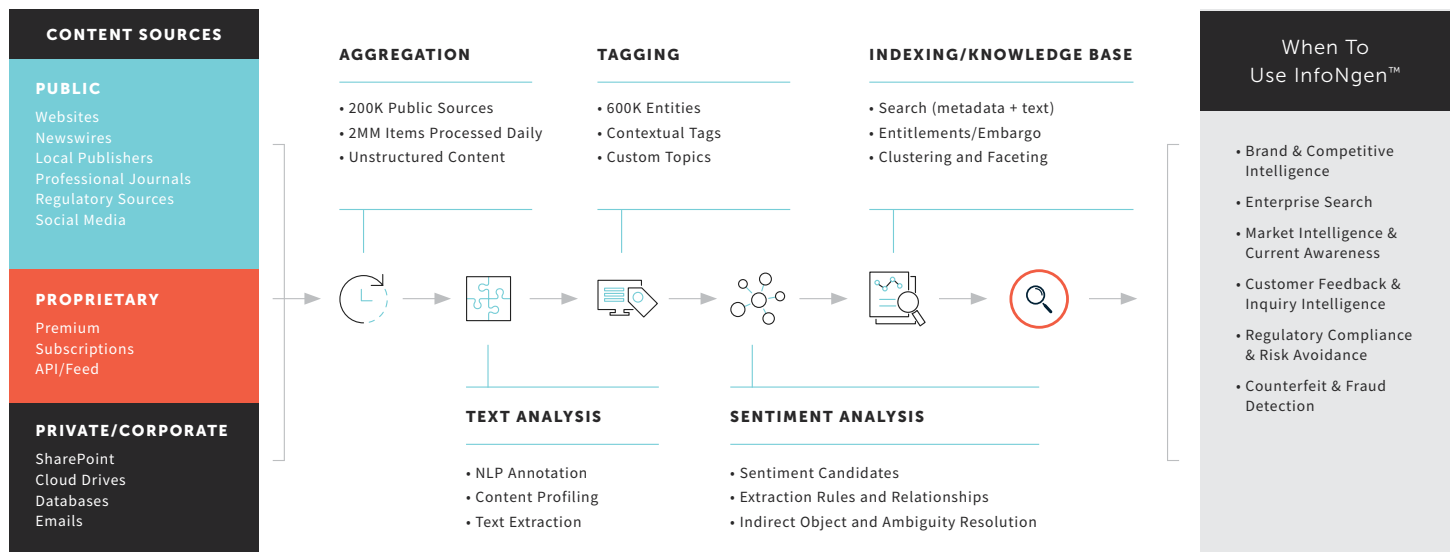# InfoNgen™ for Life Sciences

Filter the Signal from the Noise in Pharma R&D and Beyond

In the hypercompetitive Life Sciences industry, it's difficult to keep up with the constant stream of drug launches, scientific discoveries and mergers & acquisitions. You need fast, actionable insights to speed your decision-making and a prompt way to share these insights with your colleagues. InfoNgen™ will help.

In today's always-on, hyper-connected world, information is readily available – but actionable insights are not. InfoNgen™

helps drive actionable insights for Life Sciences companies, giving you a proven tool to find, analyze and share information critical to staying competitive and keeping your drug pipelines full and healthy! The engine pulls text from more than 200,000 public sources, along with any number of private sources, into a single, unified view, allowing users to see hidden patterns, trends and anomalies with its proprietary tools for text analytics and sentiment analysis.

MONITOR CRITICAL INFORMATION IN REAL-TIME: THE ENGINE BEHIND INFONGEN™

CONTENT SOURCES

PUBLIC
Websites
Newswires
Local Publishers
Professional Journals
Regulatory Sources
Social Media

PROPRIETARY
Premium Subscriptions
API/Feed

PRIVATE/CORPORATE
SharePoint
Cloud Drives
Databases
Emails

AGGREGATION
• 200K Public Sources
• 2MM Items Processed Daily
• Unstructured Content

TAGGING
• 600K Entities
• Contextual Tags
• Custom Topics

INDEXING/KNOWLEDGE BASE
• Search (metadata + text)
• Entitlements/Embargo
• Clustering and Faceting

TEXT ANALYSIS
• NLP Annotation
• Content Profiling
• Text Extraction

SENTIMENT ANALYSIS
• Sentiment Candidates
• Extraction Rules and Relationships
• Indirect Object and Ambiguity Resolution

When To Use InfoNgen™
• Brand & Competitive Intelligence
• Enterprise Search
• Market Intelligence & Current Awareness
• Customer Feedback & Inquiry Intelligence
• Regulatory Compliance & Risk Avoidance
• Counterfeit & Fraud Detection

With its powerful brand and competitive intelligence capabilities, InfoNgen™ enables automatic monitoring of and alerts on companies and discoveries relevant to not just the Life Sciences industry, but your organization in particular. The out-of-the-box content source repository covers a wide breadth of entities, including every publicly traded company in the world's top 36 stock exchanges, hundreds of thousands of private and VC-backed companies, and six leading exchange data aggregators.

Armed with InfoNgen™, your business users can measure market sentiment toward a specific entity, streamline research management with text analytics, and ensure you're making the right business decisions.

InfoNgen™ offers an effective, efficient and real-time solution to search unstructured data like emails, documents, and other enterprise assets. You can also use InfoNgen™ to integrate structured and unstructured data, enabling you to search and analyze your organization's data to drive the best possible go-to-market decisions.

KNOW WHAT YOU NEED TO KNOW. NOW.

With InfoNgen™, you can quickly take the right course of action, whether it's tapping into your vast corporate database to find a forgotten discovery or identifying a potential acquisition target. No matter where you are or when you need it, you have access to InfoNgen™ and the powerful benefits it provides:

- Brand and competitive intelligence on every company in every geography within your target industry

- Built-in taxonomies and thousands of custom tags curated especially for Pharma and Life Sciences

- Alerts on specific discoveries and drug launches to help you monitor the industry landscape and make informed decisions about what's next for your organization and its drug development pipeline

- On-demand insights on the latest regulations and legislation which might potentially affect your drug pipeline

- Sentiment indexes and analysis to help you aggregate content intelligently and at scale

- Reduced time-to-market for launching products by reducing the need to conduct unnecessary searches and therefore research

- Facilitation of the detection of drug counterfeiting and other fraudulent activities

- Ability to identify adverse events from multiple unstructured sources like social media, emails and other communication and send them to your regulatory compliance division for correspondence with the FDA

- Easier drug development pipeline maintenance via enhanced knowledge of competitor activity

- Automatic updates on relevant and related mergers & acquisitions and IPOs in the Life Sciences industry

- Simple integration with internal systems and content sources so you can search unstructured data without extra effort

WHO USES INFONGEN™ IN LIFE SCIENCES?

InfoNgen™ is easy to use and adopt for specific roles within your organization, benefitting your employees in the following ways:

Head of R&D

- Protect your market share and differentiate your products with full knowledge of your competitors' activities, recent discoveries and industry trends

- Ensure you're making the right decisions at every stage of the drug development lifecycle to prevent wasted time and money due to regulatory changes

- Provide your employees with a powerful tool to conduct research on drugs, therapies and experiments that could help you achieve your business objectives

- Ensure your organization can stay ahead of disruptions in the marketplace, your industry or those affecting your drug discovery pipeline or processes

Research Scientists & Principal Investigators

- Conduct research on the latest drugs, therapies and experiments related to specific ailments and diseases

- Find the critical information you need faster to validate your idea and approach for developing a new drug

Corporate Librarians

- Discover actionable insights from your organization's vast collection of unstructured data held in research, product and IP documents

- Utilize InfoNgen™'s prebuilt tagging taxonomies for Life Sciences to map patterns, trends and anomalies within corporate data

- Provide your organization with the latest and greatest insights gathered from more than +200,000 content sources across the internet including websites, blogs, forums and social media

Chief Strategy Officers

- Navigate the complex Pharma market landscape with complete knowledge of macroeconomic trends, market movements, regulatory changes and other big-picture factors affecting your organizations

- Use the information you discover to ensure you have a validated, competitive backlog of drugs in your R&D pipeline

- Identify acquisition targets based on the needs of your drug development pipeline and other factors like revenue, stock price, geographic footprint and more