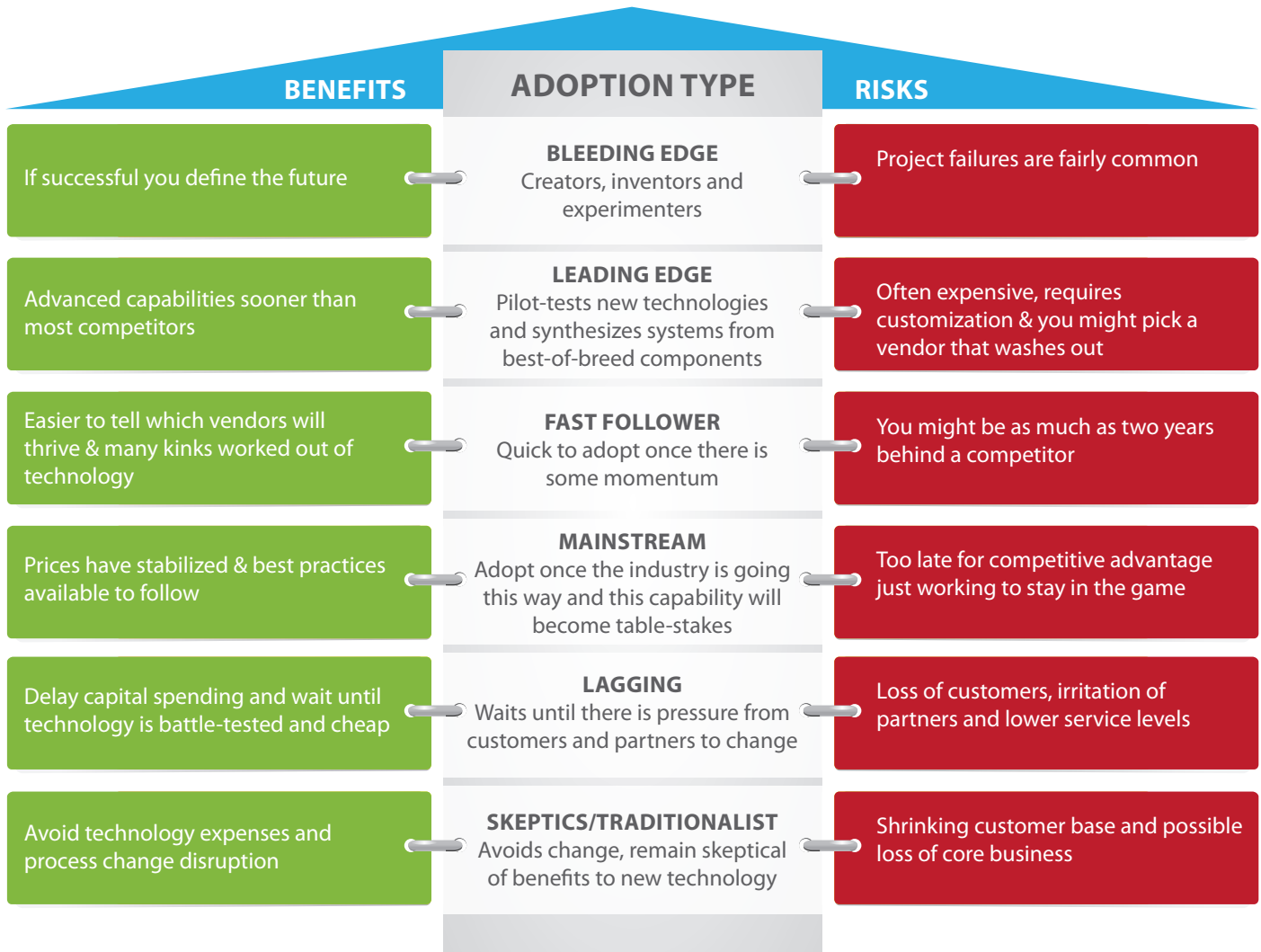


GOOD REASON FOR A BIO-RESEARCH FIRM TO INVEST IN DATA ANALYTICS

Deploy Advanced Analytics as a Competitive Differentiator

Advanced data analytics is emerging as the new competitive differentiator. As the CPO (cost-per-observation) drops across a whole range of business functions and vertical industries, businesses that apply advanced data analytics to the resulting mass of data will gain a competitive advantage. They will reduce costs, better understand risks, accelerate the pace and quality of decision making, deliver personalized experiences and optimize long-term profitability.

With the adoption of any new technology there are a companion set of risks. Companies tend to have a culture that fits somewhere along an adoption cycle illustrated in this table.



Where does your company generally fit on the adoption cycle? Become more aggressive in your adoption of advanced data analytics and you will improve your competitive stance.

Regardless of where you are on the spectrum of advanced data analytics LifeScale Analytics can assist. Our services range from strategic and architectural consulting to determine the ways an investment in advanced analytics can help your business, to implementing and training your staff on the right solutions. We can even deploy an outsourced analytic toolbox tailored to your specific data analytic requirements. Whatever the analytics related need is in your organization LifeScale Analytics can help.