

HOW A GLOBAL PHARMACEUTICAL COMPANY REDUCED R&D BUDGET BY 15% WITH OUR MARKET POSITIONING STRATEGY

BUSINESS CHALLENGE



To focus resources on some of the major therapeutic areas and reduce the R&D budget over two years

OUR APPROACH



Conducted market overview and customer value proposition analysis

RESULTS OBTAINED



Reduced R&D budget by 15%

INFINITI'S COVID-19 VALUE PROPOSITION

As the world continues to witness a global crisis of unprecedented scale due to the COVID-19 pandemic, professional advice, expertise, and timely intelligence are more critical now than ever before for business leaders across the globe.

Infiniti offers a variety of support solutions to help companies in the pharma market to understand the change in volumes and values post the COVID-19 crisis

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