



LUMERIC™ Project Summaries

Project Type:

Commercial Due Diligence

Sector: B2B Media—Healthcare

Client Size: \$3B+

Company Position:

Market Leader

Client Level:

Head of Business Development

The Critical Decision:

Should this provider of pharmaceutical competitive intelligence enhance its offering through the acquisition of several complementary competitors?

The Answer:

Yes. The acquisition of the targets would significantly enhance the client's overall competitive position and reorient their currently mature product line toward growth with a set of early-stage products offering substantial potential.

The Discussion:

As pharmaceutical company competitive intelligence budgets come under greater pressure due to industrial growth challenges, the client wants to shore up and enhance its ability to compete for a declining pool of revenues through a set of strategic acquisitions.

Through an extensive interview program with customers in the competitive intelligence, business development, and product commercialization functions, Lumeric determined there was significant market interest in the emerging offerings provided by the prospective acquisition targets. And, the addition of these products to the client's lineup would strengthen its position to capture a larger share of declining budgets. 