The Uber Conservative

Comprised of the largest, most conservative companies

Benefits

They leverage data in all aspects of their business

They implement abundant technologies

They build massive infrastructures to support the collection and analysis of their data

Drawbacks

They incur significant expense

The competition for talent is fierce

They're limited to their own data set

The Cautious Mover

Usually large and mid-sized biopharmaceutical companies
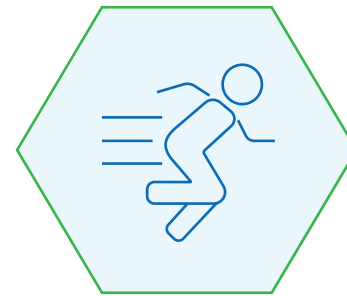
Benefits

Internal debates are an integral part of the decision-making process, ensuring comprehensive conclusions

Drawbacks

Careful and slow to change

May struggle with the idea of outsourcing

Reluctant to build an internal infrastructure that requires considerable maintenance and supports

The Nimble Outsourcer

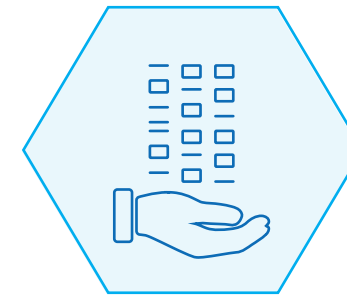Small to mid-sized companies that have a few compounds in their pipeline

Benefits

Companies that maximize their data, using it to make adjustments in real time

They are nimble with management teams that are attracted to innovation and efficiency

Drawbacks

They cannot afford to waste time or money

The All or Nothing

Small, single-compound companies

Benefits

Decisions are made swiftly by the few people in management

Data is everything

Drawbacks

Everything is riding on the success of a single compound

These companies can't afford to live without the data they need to prevail

wcg™