

Three AI-led success stories that reshaped life sciences

How biopharma and digital health leaders closed data, workflow, and engagement gaps to build intelligent commercial engines.

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Three biopharma and digital health leaders faced a different version of the same underlying issue: disconnected systems, underused data, and commercial teams unable to move at market speed. Each charted a unique path to transformation and each achieved measurable, lasting impact.

AI-led transformations reshaping commercial excellence

- One global biopharma organization unified fragmented data to build 360-degree HCP and patient intelligence, improving engagement precision and field productivity.
- Another enterprise transformed static reporting into conversational AI-driven intelligence, accelerating insight access and enabling real-time, cross-functional decision-making at scale.
- A digital health innovator reengineered commercial workflows, aligning systems and processes to improve sales efficiency, responsiveness, and operational scalability.
- Together, these three stories demonstrate how AI closes gaps across data, workflows, and engagement to create intelligent, high-performing commercial engines.

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Beyond the dashboard: Building a 360-degree commercial engine

A global biopharma leader driving innovations in chronic diseases faced a critical bottleneck: their commercial engine could not match market speed. Fragmented insights, legacy data architectures, and misaligned workflows across sales, marketing, and analytics stifled HCP and patient engagement, limiting overall strategic agility.

To enhance competitiveness and drive growth, we engineered a comprehensive commercial ecosystem focused on sales planning, proactive engagement, and field effectiveness.

- **Unified intelligence:** Modernized BI and CDW ecosystems to deliver real-time insights for patient support programs. Integrating disparate external datasets created definitive HCP and patient 360° views.
- **Predictive analytics:** Built advanced analytics for patient access and reimbursement, enabling data-driven, rapid decision-making.
- **AI-driven execution:** Deployed predictive AI for territory alignment, launch optimization, and sales performance, alongside GenAI to sharpen coaching insights and optimize speaker programs.

This strategic alignment transformed isolated data into a continuously learning commercial engine. By replacing manual constraints with AI-powered planning, the organization achieved **25%** increased rep productivity, **18%** improved patient adherence, and **20%** stronger call effectiveness, turning technological promise into measurable P&L impact.

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From static to conversational: Enterprise intelligence with Cortex AI

Another biopharma leader struggled to turn extensive data into rapid, actionable intelligence. Across field operations, finance, contract management, and coaching, teams were constrained by static dashboards and siloed systems. Data access required technical retrieval rather than intuitive, natural language queries. This bottleneck delayed strategic decisions, limited cross-functional agility, and created a widening gap between available data and applied intelligence.

To enhance decision-making speed and competitive positioning, we deployed a suite of Agentic solutions built on Snowflake Cortex Analyst and Cortex Search across four core functions:

- **Field operations:** Enabled natural-language dashboard interactions for rapid, multi-turn insights without technical support.
- **Financial agility:** Empowered finance teams with LLM-driven query generation, automated charting, and plain-language insight explanations.
- **Contract and coaching intelligence:** Automated unstructured contract metadata extraction, and combined sentiment analysis with structured metrics to unlock predictive coaching performance.

This strategic alignment shifted the enterprise from manual reporting to a real-time, conversational decision-support engine. The organization achieved **66–85%** faster insights, up to **75%** cost savings in data retrieval, and saw **40–80%** of insights actively applied in real decision-making, driving continuous growth and long-term value.

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Scaling innovation: Commercial workflow transformation in digital health

A pioneering digital health leader in cardiac care possessed innovative wearable biosensor and AI technology, yet their internal commercial operations lagged behind. Fragmented insights, siloed legacy systems, and misaligned workflows across sales, marketing, and customer service stifled both HCP and patient engagement. A comprehensive audit across their technology landscape revealed critical integration gaps and redundancies, severely limiting team productivity and slowing real-time strategic decisions.

To eliminate inefficiencies and unlock scalable growth, we executed a diagnostic-first commercial discovery and workflow transformation:

- **Workflow alignment:** Conducted deep-dive mapping across commercial functions to resolve operational friction and design future-state processes optimized for cross-functional automation.
- **Tech stack rationalization:** Audited core platforms, including SFDC, HubSpot, Seismic, Snowflake, and Boomi to eliminate system redundancies and close enterprise integration gaps.
- **Targeted AI deployment:** Architected a phased roadmap featuring AI-driven next-best-action insights for field representatives, automated service ticket triaging, and enhanced HCP engagement strategies.

This strategic realignment established a highly resilient foundation for growth. By bridging the gap between data and execution, the organization achieved a **28%** increase in sales efficiency, accelerated decision-making by **32%,** and improved service responsiveness by **25%,** ensuring their commercial capabilities finally matched the caliber of their clinical innovation.

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ABOUT BRILLIO

Brillio is a digital technology services company that drives AI-first engineering and design-led experiences for global enterprises. Born digital in 2014, its consulting-led services span Customer Experience, Data & AI, Product Engineering, and Digital Infrastructure. With an industry-leading NPS of 71, Brillio accelerates time to market through its proprietary BrillioOne.ai platform, powered by AI-ready talent with deep domain expertise.

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