ZS and Intelligencia AI™ Collaboration

Expedite Confident Investment Decisions

How ZS Leveraged Intelligencia AI's Deep Data to Optimize Tumor Selection

Core Challenges

- **Complex Tumor Evaluation:** A global biopharma company needed to assess 16 tumor types and 60 segments (e.g., populations by line of treatment (LoT) and/or subdivisions like biomarker-targeted) for its novel, early-stage ADC.
- **Time Constraints:** The pharmaceutical company's asset team had only two months to meet an internal deadline.
- **Data Overload:** Traditional methods could not efficiently aggregate the vast clinical and commercial data for timely decision-making.

Key Outcomes

- **Accelerated Decision-Making:** The project was completed in just over two months, substantially less time than the typical four to six months that projects of the same size normally take.
- **Targeted Tumor Selection:** Using clinical and competitive intelligence data from Intelligencia AI paired with other data sources and assessments, ZS successfully narrowed 60 tumor segments to 10 based on commercial and clinical feasibility.
- **Data-Driven Confidence:** Intelligencia AI's granular clinical and competitive data, paired with its analytics and AI-driven probability of technical and regulatory success (PTRS) assessments, provided clear, actionable insights for smart investment decisions.

Identify the Most Promising Tumor Targets for a Novel Drug Treatment

In this engagement, ZS supported a global biopharmaceutical company's oncology team. The company needed to assess the best tumor types for its antibody-drug conjugate (ADC) with a novel target.

Given limited experience or existing footprint in many of these tumor types, the pharmaceutical company sought an external partner and framework to evaluate tumor segments based on commercial and clinical feasibility.

"Our client needed support in developing a framework to evaluate 16 tumor types, each with multiple segments, and determine the most commercially attractive areas," explained Charlotte Anne Miller, strategy insights and planning associate consultant at ZS. "This was a massive undertaking, and we needed a comprehensive, up-to-date, curated and user-friendly database to accelerate the process."

Reduced a Labor-Intensive Process With Access to Comprehensive Clinical and Biological Data

Before utilizing Intelligencia AI's SaaS platform, Portfolio Optimizer, conducting this analysis was labor-intensive and time-consuming. It required extensive literature reviews, expert interviews and manual data aggregation. Historically, such projects took four to six months due to the complexity and the volume of data across multiple tumor types and their competitive landscapes.

ZS leveraged Intelligencia AI's vast, expertly curated clinical and biological data to efficiently pull key metrics across the 60 tumor segments. Intelligencia AI's in-house, scientifically trained data curators are dedicated to the timely, accurate and detailed capturing of the data behind clinical programs and drug entities. This process differs from other data providers that leverage automatically embedded information, which results in inaccuracies and missed data that are unstructured and buried in documents such as abstracts and other announcements.

The ZS process, combined with access to Intelligencia AI's comprehensive data, enabled:

1. Rapid extraction of key data points, such as the number of Phase III trials in the pipeline and competitive landscape projections or the number of recently approved modalities in the segment
2. Assessment of clinical and commercial viability using AI-driven PTRS assessments, which helped estimate the probability of success for future programs
3. Data triangulation from multiple sources which provided a holistic view of tumor viability

"Intelligencia AI Portfolio Optimizer proved to be an incredible tool for quickly pulling key metrics for each segment," said Miller. "For example, when evaluating HER2-positive breast cancer, we could instantly see how many ongoing Phase III trials existed and estimate the probability of success for relevant programs. This helped us determine whether it was worth further investment."

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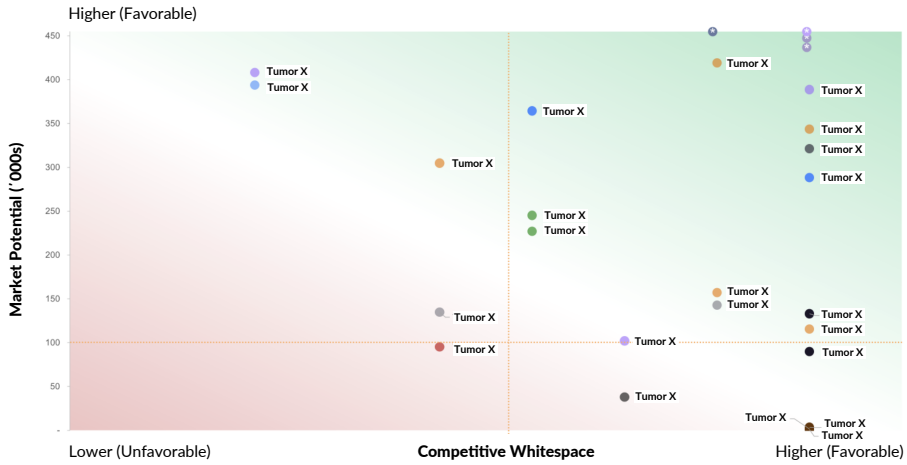
Competitive Landscape (1L)



Leveraging the Intelligencia AI harmonized dataset across tumor types, ZS was able to identify those tumor types with an optimal market potential and a favorable competitive space as the most promising ones for the pharma client to pursue.

The Result: An Expedited, Data-Driven Approach

By leveraging Portfolio Optimizer, ZS quickly narrowed the pharmaceutical client's options from 60 tumor segments to 10, a process traditionally taking up to 3 times longer. The results and insights informed the pharma company's budget discussions, guiding decisions on where to allocate resources for clinical trials and preclinical data generation.

"Analyzing 60 tumor segments in just over two months was unheard of," Miller noted. "I've been on projects where this took 6+ months. Moving quickly was critical to getting it done before our client's impending leadership meeting."

Reduce Risk Around Complex, High-Stakes Decisions

Pharmaceutical companies must make complex and high-stakes investment decisions. They're responsible for determining where to focus their resources, considering clinical feasibility and commercial potential. Intelligencia AI's predictive analytics platform provides a powerful tool for reducing uncertainty and expediting these critical decisions.

"When making investment decisions, you need to consider whether a drug will likely succeed. Intelligencia AI helped us shed light on this question in a way we could not before," Miller explained. "The ability to assess the probability of success and competitive intensity quantified by the number of Phase III trials, the number of new modalities, etc., was a game-changer."

A Unique Differentiator: Granular Tumor Segmentation

One of the standout capabilities of Intelligencia AI's platform was the ability to analyze tumor subtypes with unmatched specificity. "We could double-click into segments—like second-line patients with a specific mutation—to go deeper into the data, which is not something I've ever seen done in other databases," Miller shared. "This helped us get incredibly precise in narrowing down the options."

While outside the scope and need for this engagement, Portfolio Optimizer provides additional data dimensions such as target, modality, disease severity, therapy type, primary sponsor, adjunct therapy, and other population characteristics, which can all be used for further modeling needs.

Conclusion

ZS's collaboration with Intelligencia AI transformed the global biopharma company's tumor selection process by providing a faster, data-driven approach to decision-making. By leveraging AI-powered predictive analytics, ZS helped the company confidently prioritize the most promising tumor segments, enabling better resource allocation and strategic planning in oncology development.

Ready to Accelerate Your Business Development Decisions With AI? Let's Connect

About Intelligencia AI

Intelligencia AI™ leads the way in leveraging proprietary data, biomedical expertise and artificial intelligence (AI) with its patented technology to address significant challenges in the pharmaceutical industry. These challenges include lengthy drug development timelines, excessive costs, and unsustainable return on investment (ROI). Its suite of AI-powered solutions delivers actionable insights crucial in mitigating risks and enhancing decision-making associated with drug development by providing an accurate, unbiased assessment of a drug's probability of success.

Founded in 2017, Intelligencia AI is headquartered in New York, NY, with offices in Athens, Greece. To learn more, visit intelligencia.ai and follow on LinkedIn.

About ZS

ZS is a management consulting and technology firm that partners with companies to improve life and how we live it. We transform ideas into impact by bringing together data, science, technology and human ingenuity to deliver better outcomes for all. Founded in 1983, ZS has more than 13,000 employees in over 35 offices worldwide. To learn more, visit www.zs.com or follow us on LinkedIn.

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