



Rewiring Life Sciences Global Commercial Analytics with Agentic AI

If your top-selling drug is nearing loss of exclusivity (LOE), you need to know what the business impact would be. Any delay in finding out could prove costly.

Yet in many life sciences companies, commercial analytics still run like it's 2015. Manual report pulls and weeks-long turnaround times are common. So are static dashboards that look backward, not forward. Meanwhile, competitors are gearing up to introduce generics or biosimilars and investors are demanding detailed guidance from the executive team.

The result? By the time insights reach decision makers, the market may already have shifted.

Now imagine a commercial analytics function that did more than just analyze. Suppose it could:

- Detect an LOE risk early and simulate its business impact in seconds
- Recommend which brands to defend and where to redeploy your sales force
- Adjust spending dynamically across channels based on early market signals

- That's not science fiction. It's what AI-enabled, agentic commercial analytics can deliver today.

Modernization embedded into operations

Getting there, however, means tackling some practical challenges. Life sciences companies aren't always in a position to stop running the commercial analytics function to overhaul it. An "operate to transform" model, where a managed services provider runs the day-to-day operation while continuously modernizing it, is designed to deliver both stability and innovation.

With this approach, drugmakers can rewire commercial analytics to provide:

Proactive monitoring and insights. AI-powered analytics can detect trends and anomalies in real time, then respond by adjusting spend, suggesting new targets, or taking other actions. Such systems can go on to validate decisions and give strategic direction while adjusting agent thresholds and model weights.

Adaptive targeting, alerts, and actions. Behavioral, prescribing, and engagement data can be used to tailor next-best actions across channels. At the same time, algorithms can enforce predefined rules representing ethical boundaries, brand context, guidelines, and regulatory constraints.

Agile planning and orchestration. Analytics services can instantly adjust messages, channels, and timing based on how business users respond. Other potential capabilities include strategy setting, planning oversight, approval workflows based on predefined creative guardrails, and brand consistency monitoring.

Sensing and simulation on demand. Strategies, processes, and product demand forecasts can reflect real-world evidence and market signals. Business users can also

tap analytics services to review edge cases, challenge assumptions, and align business planning.

Intelligent engagement and personalization. With the latest data and history, analytics services can prioritize customers, personalize messaging, and guide the engagement plan. More broadly, AI can use judgment in driving the development of personalization strategies in line with brand goals and guidelines.

A thinking analytics system—one that can take autonomous action—gives life sciences companies the opportunity to shift the commercial analytics function from reactive support to forward-looking business partnership.

Always-on, AI-orchestrated analytics

AI has so many potential applications that it can be hard to tell what makes sense for global commercial analytics. So, returning to the LOE example, consider how analytics service delivery can play out in an AI-enabled scenario.

Your first step is to take your question (What is the expected business impact of the drug's LOE for the next three years?) to the request AI agent. The agent chats with you to make sure it understands the request, then routes your question and the context to an insight orchestration agent.

If an existing report answers your question, the insight orchestration agent lets you know. Otherwise, this agent can send your request on to a forecast scenario agent, which refines the parameters and assumptions for the forecasting model.

From there, the model's data outputs go to the forecast refresh agent. This agent develops the final forecast with scenario analysis and provides the results in various document formats. It also produces a dashboard where scenarios will automatically update for you as additional data arrives.

Traditional analytics teams are built around requests and deliverables. But AI-native teams are built around decisions and outcomes, compressing weeks of work into hours or even minutes.

Activating the vision

There's no universal template for modernizing commercial analytics service delivery. You'll need to determine an effective way to use AI in the context of your own organization. Here are some guiding principles to help you do that.



A request agent interprets your question ("What's the LOE impact next 3 years?") and translates it into data tasks

An insight orchestration agent checks whether existing models already hold the answer

A forecast scenario agent runs simulations in real time, tuning assumptions based on live data

A refresh agent auto-updates dashboards and reports as the market evolves

Start with key business questions, not deliverables. Redesign your analytics function around decisions that drive margin and growth.

Reimagine business processes and workflows. AI can make your current processes more efficient, but don't limit it to that. Take advantage of the technology's higher levels of interpretation, reasoning, and continuous action.

Rethink your operating model. People and AI will collaborate differently. Teams must be trained to trust, test, and tune the system in real time.

Learn fast, adapt faster. Build a culture where disciplined experimentation and agility is the new standard.

Scale beyond pilots. True value realization for AI / Agents happens when use cases are promoted to production and scaled with features and experiences that are tailored to end users (e.g., marketers, forecasters, brand analytics leads)

Life sciences companies that excel in next-generation commercial analytics won't just report insights—they can **orchestrate outcomes**.

AI-driven analytics is reshaping commercial analytics so that every insight can automatically act on itself. This capability enables faster scenario planning, smarter resource allocation, and greater accuracy and productivity. It also offers meaningful cost savings that directly fuel revenue growth. The life sciences companies that do this effectively will be enabled with a self-improving commercial engine that elevates decision-making across the enterprise.

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