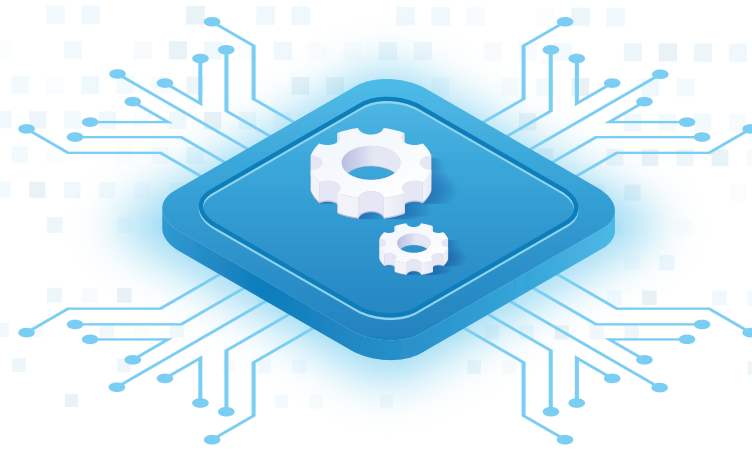


# What's Your Data Trying To Tell You?

Your company possesses between **1&12 million** gigabytes of data



### STRUCTURED DATA:

information that is highly organized and easily searchable (e.g., names, dates, addresses)



### UNSTRUCTURED DATA:

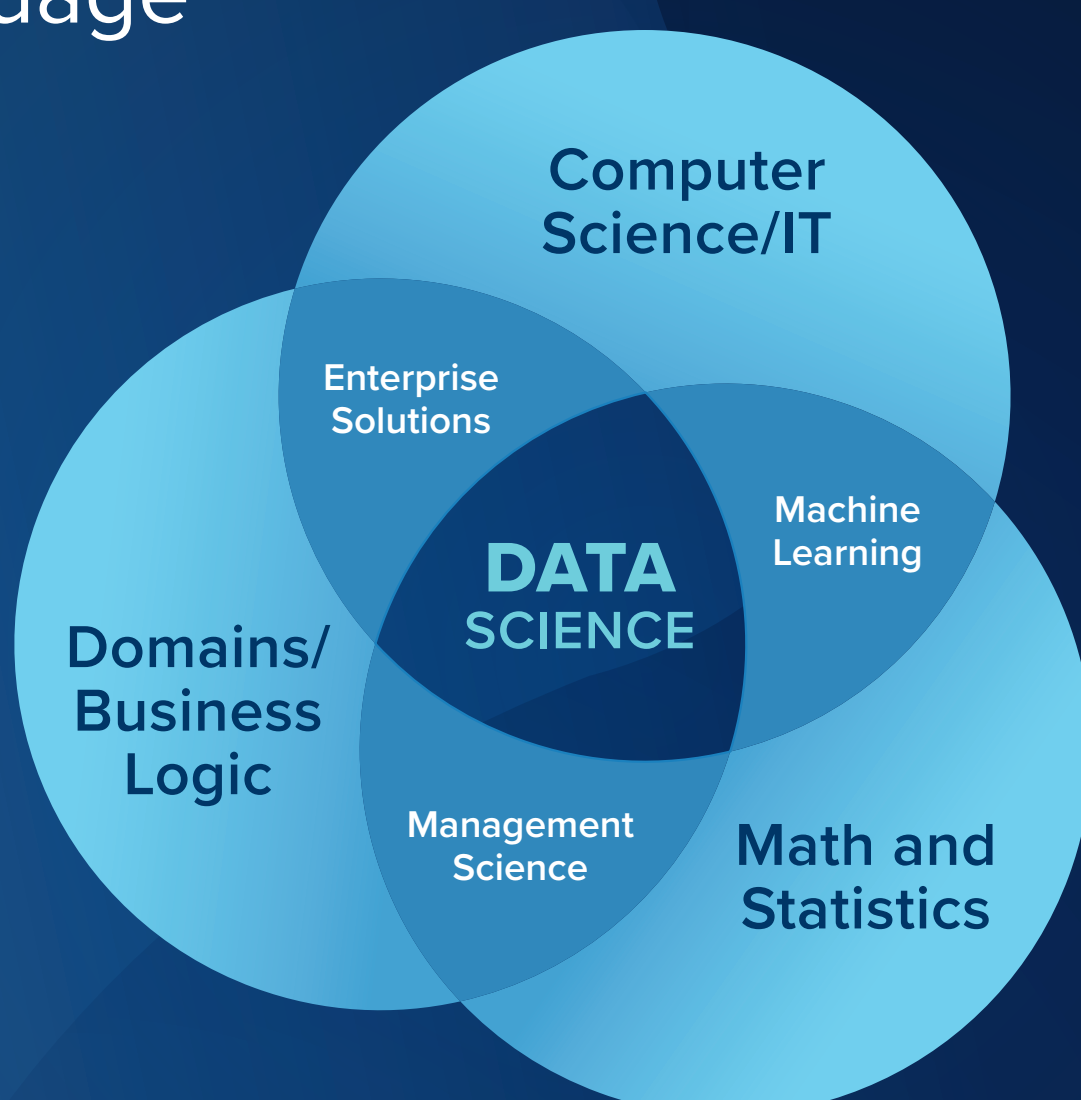
data with no pre-defined format or organization (e.g., audio or video files, sensor data, log files); much more difficult to collect, process, and analyze

Estimates show that companies have **9x MORE** unstructured data than structured data.

According to *Forbes*, **ONLY 0.5%** of business data is ever analyzed and used.

## The Rosetta Stone: speak your data's language

Data science combines many disciplines to decipher data, provide knowledge, and reveal insights.



Effective **BIG DATA** strategies can generate **up to \$100 billion** in value annually in the U.S. healthcare system.

## Unlock the secrets for actionable insights to



[Download the eBook](#)

Sources: Kodak Alaris, Forbes, McKinsey

### How Vistex adds value in Life Sciences

Today's Life Sciences market is impacted by scrutiny over rising costs, tighter innovation funding, proving therapy and product value, and complying with shifting regulatory mandates. Vistex helps Life Sciences companies manage the complexities of pricing, commissions, chargebacks, rebates, royalties, contract authoring, loyalty programs, and regulatory compliance. Vistex provides value to Life Sciences through revenue management, utilizing real-world evidence and outcomes by dismantling silos, validating and exploiting data, and identifying the most profitable plans for satisfying stakeholders.

### About Vistex®

Vistex solutions help businesses take control of their mission-critical processes. With a multitude of programs covering pricing, trade, royalties and incentives, it can be complicated to see where all the money is flowing, let alone how it makes the top line and the bottom line. With Vistex, business stakeholders can see the numbers, see what really works, and see what to do next – so they can make sure every dollar spent or earned is really driving growth, and not just additional costs. The world's leading enterprises across a spectrum of industries rely on Vistex every day to propel their businesses.