

BioInformatics Creates a New Offering With Dapresy

*BioInformatics' Customers are
wowed with the power of
interactive dashboards.*



"Data visualization is a key element of modern market research. Our Interactive Market Intelligence platform powered by Dapresy enables our clients to quickly see the big picture of what's going on in their market."

Bill Kelly, President

ABOUT BIOINFORMATICS

BioInformatics LLC provides critical market intelligence to major suppliers serving the life science, medical device and pharmaceutical industries. It operates the world's largest market research panel of 85,000 medical and scientific professionals who use advanced instrumentation and supplies in their laboratories. Panel members offer valuable insights via periodic studies about products and services, their markets and competitors.

THE CHALLENGE

For years, BioInformatics was a publisher of off-the-shelf reports. It would poll its panel of scientists, produce the reports and then sell PDF versions to clients. About five years ago, new successes transformed the business into one that provided custom research and advisory services. However, its report delivery hadn't evolved, and the team soon became stretched to capacity by large numbers of custom research requests.

At the same time, with the advent of social media and online presentation systems, BioInformatics saw the need to upgrade the report user experience through a more elegant and engaging way for clients. It became obvious that conducting research, putting the results in Excel spreadsheets and then producing 200-page PDF reports no longer met the needs of busy executives already suffering from information overload.

Their team began investigating software options that would enable them to obtain automatically updated data based upon continuous interactions with panel members, then dynamically present the research results faster and in a more engaging manner.

REQUIREMENTS

To accomplish their goals, BioInformatics wanted an online presentation system that automated the data and reporting processes. A key requirement was that



REQUIREMENTS CONT.

the solution be specifically designed for survey research data, which included stringent security features. They also wanted to reduce publishing costs and time to market in order to meet high-volume demand for requests.

Finally, the cloud-based system had to be intuitive for BioInformatics staff to learn and marketing clients to use. It had to be backed with quality support and training services.

THE SOLUTION

According to Bill Kelly, president of BioInformatics, "We had planned on developing a proprietary online reporting platform before we discovered Dapresy. Adopting Dapresy allowed us to go to market with our Interactive Market Intelligence service six months earlier than planned. We evaluated a number of different platforms and only Dapresy was specifically built to handle quantitative survey data within an infographics-based marketing dashboard."

The implementation and training processes for Dapresy's dynamic KPI-driven dashboards went smoothly. Since rolling these out to clients, BioInformatics has found two Dapresy features to be highly valued.

Dynamic Filters. Prior to Dapresy, BioInformatics often created 100+ pages for each report to simply present survey results sorted by various respondent attributes, such as region or industry. Today, Dapresy's dynamic filtering capabilities provide BioInformatics clients with all of the drill-down, comparison and custom data views required. Hierarchical filtering capabilities give them complete data and functionality control over how viewers see data and interact with the system. Filtering provides hundreds of views of data. For example, using filters, clients can compare results by region, industry and many other attributes. More recently, based upon client requests, BioInformatics staff quickly and easily added an additional filter, when they learned that there were large brand preference differences based upon scientists' ages.

Export. Clients can easily export standard dashboards and custom slide sets to PowerPoint. They use this capability regularly when presenting to stakeholders

within their organizations. This added flexibility enables them to benefit from the power of dashboards, while also allowing them to present slides to specific people who require only simple views and prefer a familiar format.

Previously, with PDFs, it often took six weeks (including fielding) or longer to produce and deliver lengthy reports. Using Dapresy, staff can now deliver interactive dashboards in less than a week. This has enabled BioInformatics to move with agility into and become successful in new markets of high interest to clients, something that wasn't possible before.

OUTCOMES ACHIEVED BY DAPRESY

- Enabled BioInformatics to go to market with the Interactive Market Intelligence service six months earlier than planned.
- Reduced time to market to produce sophisticated reports has been cut from five weeks to one.
- Has achieved aggressive client and financial targets.
- Clients are delighted with the engaging interactive dashboards.
- BioInformatics has the flexibility to adapt to market trends, allowing more options for their clients.