



*Solutions  
for business  
strategy and  
development*

## **Strategic Drugs database (SDdb)**

[www.thomsonscientific.com/sddb](http://www.thomsonscientific.com/sddb)

The *Strategic Drugs database (SDdb)* is an invaluable business analysis and planning tool for sales and marketing professionals, financial analysts, and business development executives. It contains market and sales information on more than 400 extensively-launched drugs, plus more than 200 newly-introduced and late stage development drugs that are likely to make a significant impact on the market.

*SDdb* coverage includes all drugs with current or forecasted annual sales revenue of more than \$100 million, so it provides a comprehensive focus on blockbuster drugs. The database features graphical analyses that depict current and predicted sales of the leading prescription drugs, giving you a unique insight into forecasted market trends.

Through *SDdb*, you can:

- Assess how today's drug R&D will impact on tomorrow's market
- Conduct franchise, merger and acquisition, and market analysis with confidence
- Monitor the latest news in specific areas of interest
- Access the analyst reports used in sales data analyses
- Improve your decision making process

## **Get the complete view**

*SDdb* merges scientific and clinical information with marketplace and financial intelligence to give you a complete overview of the pharmaceutical market in more than 100 key therapeutic areas.

The database includes:

- Financial information from leading Thomson Financial products such as *Worldscope Plus*
- Annotated mean analyst sales forecasts and audited sales data
- Expert commentary on best-selling marketed and investigational drugs
- Weekly news updates of the latest pharmaceutical industry developments

To view a demonstration of *SDdb*, visit:

[www.thomsonscientific.com/sddb/demo](http://www.thomsonscientific.com/sddb/demo)

## **IDEALS**

[www.thomsonscientific.com/ideals](http://www.thomsonscientific.com/ideals)

*IDEALS* is an in-depth intelligence service for business development and licensing executives. It provides a single, easy-to-use reference point for all the latest licensing and business news in the pharmaceutical and biotechnology industries.

Through *IDEALS*, you can:

- Be alerted to business opportunities and deals as soon as they arise, removing the need for frequent information searches
- Make accurate, comparative assessments of potential partners and reach informed decisions, via easy-to-use graphic displays and tables
- Automatically monitor the latest news on collaborations, alliances, funding, and much more
- Analyze the strengths and weaknesses of R&D portfolios

*IDEALS* consists of three modules, each catering to different business intelligence needs:

- **Dealwatch** – provides a rolling ticker of the latest deal-related news stories, allowing you to track developments in your therapeutic area as they happen
- **Dealfinder** – automatically finds potential business partners within specified therapeutic areas
- **Dealassessor** – offers information on previous deals so you can benchmark them against current deals

To view a demonstration of *IDEALS*, visit:

[www.thomsonscientific.com/ideals/demo](http://www.thomsonscientific.com/ideals/demo)

For more information about our solutions for business strategy and development, please contact your regional Thomson Scientific office. Or visit: [www.scientific.thomson.com](http://www.scientific.thomson.com)



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