

First-time launch data decisions

What to buy, what to rent,
and when to do it



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What we'll cover:

- ✓ Pressures shaping data decisions
- ✓ A practical framework to sequence and plan investment
- ✓ Q&A grounded in real-world situations

What's making early data decisions harder for emerging biopharma teams right now

45%

cite data and analytics gaps as the top barrier to commercial success

(nearly 2x more than the next barrier of poor market access strategy)



Rising data complexity: Specialty pharmacy, specialty distributor, hub, claims, RWD, and payer are entering the conversation earlier.



Vendor overlap: Similar datasets are packaged differently, increasing risk of duplication.



Misaligned sequencing: Data is purchased before brand, access, and field strategy are aligned.



Contract rigidity: Multi-year agreements lock in spend while commercial assumptions are still evolving.

Our approach is similar to “launching” in life...

When your resources, needs, and plans are still forming, flexibility matters more than permanence.

EARLY STAGE

GO / NO-GO

POSITIVE TOPLINE DATA

LAUNCH BUILD

Rent

Buy

*You rent before
you buy land.*

*You've chosen the
neighborhood; now
you buy the plot.*

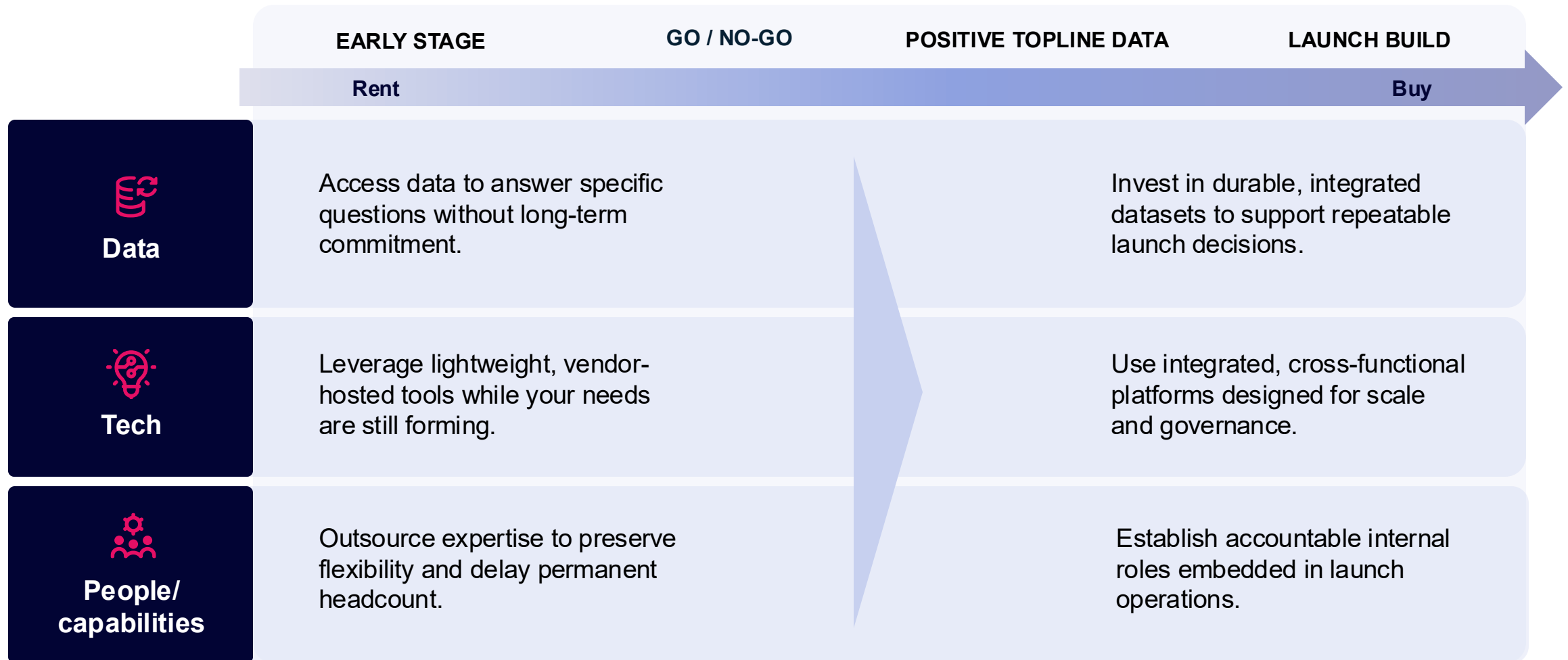
*Framing the house: it
has a structure
without finishes.*

*Walls, plumbing,
electricity: now it has
to work every day.*



Sequencing for first-time launch success

As launch certainty increases, shift from flexibility to durable capability.



Sequencing data investments before and through launch

○ Rent
● Buy

	EARLY STAGE	GO / NO-GO	POSITIVE TOPLINE DATA	LAUNCH BUILD
	Rent			Buy
Data	Landscape analysis, market size, forecasting, KOL mapping	Segmentation, modeling, claims deep dives HCP reference and affiliation data	Advanced modeling, ad hoc deep dives Open claims, standardized ingestion, defined KPIs	SD, Hub, claims (tokenized), performance dashboards
Tech	Vendor platforms, lightweight storage	Vendor platforms, analytics environments, pilot tools Flexible data lake, CRM, MDM, basic governance processes	Sandbox analytics tools, modeling platforms Reporting layer, structured data pipelines	Enterprise warehouse, integrated reporting, AI readiness
People/ capabilities	External consultants and analytics support		Advanced analytics, specialized expertise, surge support	Core analytics team, performance management ownership
		One internal ops or analytics lead	Dedicated analytics owner, KPI governance	

5 key takeaways

1 **Account for corporate strategy.**

Align investment decisions with the goal of building for scale or positioning for acquisition.

2 **Recognize that there's no single right model.**

Choose the mix of renting and buying that fits your stage, priorities, and constraints.

3 **Start with the key business questions for your commercial strategy.**

Let those needs drive decisions about data, technology, and capabilities.

4 **Expect the approach to change over time.**

Shift from flexibility early to durable infrastructure as launch certainty increases.

5 **Use a framework to sequence decisions.**

Align stakeholders, keep decisions grounded in business needs, and balance trade-offs.

Q&A



- We're 18 months from launch with competing data requests across teams. Finance is pushing back, and IT is concerned about infrastructure readiness. How should we prioritize and get aligned?
- Data lake vs warehouse vs lakehouse – can you help me understand the terminology?
- What are the key types of data needed and in what order of priority do they need to be acquired?
- With all the talk of AI, where are you seeing it used successfully in data platforms?
- When should we invest in LAAD data for use cases like persistency, overlapping diagnoses, and prescribing behavior?
- How should market research data be integrated with our broader data environment?

Coming up in our Data Strategy Series...

Reach out at:

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[Beghou.com](https://beghou.com)



**When you're investing ahead
of a first-time launch**

Today



**When your core data
stack isn't enough**

June



**When your data isn't
translating into action**

September