Augmented Analytics for Life Science is "On the Rise"

on the **Gartner 2022 Hype Cycle** for Life Science

Commercial Operations

whiz.ai
www.whiz.ai
sales@whiz.ai

The Gartner® 2022 Hype Cycle™ for Life Science Commercial Operations

introduces a new category, Augmented Analytics for LS, this year. WhizAI is listed as a Sample Vendor in the Augmented Analytics for LS category in this Hype Cycle and is also mentioned in several other Gartner Hype Cycle reports:

- **Gartner Hype Cycle for Life Science Clinical Development, 2022**

- **Gartner Hype Cycle for Natural Language Technologies, 2022**

- **Gartner Hype Cycle for Analytics and Business Intelligence, 2022**

- **Gartner Hype Cycle for CRM sales Technology, 2022**

What is Augmented Analytics?

Gartner defines augmented analytics for LS as "the use of low-code/no-code tools,

often leveraging AI (artificial intelligence) and ML (machine learning), to automate various tasks required during the analytics process. This can span all areas of data and analytics – from data ingestion to insights generation." Gartner adds that augmented analytics "allows various business users to discover data insights that could have otherwise gone unnoticed in existing data" and "reduces friction that prevents data from delivering business value."

WhizAI's augmented analytics platform for life sciences gives all users autonomy, even as data sources and volumes grow by petabytes. Instead of relying on the data or IT teams to build dashboards and run analyses, users themselves can use the platform by simply asking a question in natural language and instantly receive the answers they require. Addressing the business users' needs allows life sciences teams to enhance processes and outcomes by building data-driven decision-making into their day-to-day workflows.

"Innovation is vital to life sciences. But commercial teams also need practical ways to manage operations as they focus on acquiring new customers and retaining the ones they have, and personalizing the stakeholder experience. Augmented analytics can help them do it."

Rohit Vashisht, CEO and Co-Founder of WhizAI

Augmented Analytics Debut
on the Hype Cycle

Gartner Hype Cycles provide a graphic representation of the maturity and adoption of technologies and applications and how they are potentially relevant to solving real business problems and exploiting new opportunities.

- After ideas spark innovation, technologies experience a "Peak of Inflated Expectations," in which "early publicity produces a number of success stories — often accompanied by scores of failures. Some companies take action; many do not."

- This is followed by the "Trough of Disillusionment," during which "interest wanes as experiments and implementations fail to deliver."

- Then "Slope of Enlightenment" pursues as "more instances of how the technology can benefit the enterprise start to crystallize and become more widely understood."

Gartner places augmented analytics for LS at the Innovation Trigger before an ascent to the Peak of Inflated Expectations.

WhizAI's Approach to Augmented Analytics

It's not unusual for us to see the sample vendors listed with an emerging technology on Gartner's Hype Cycle vary widely in their approach to building solutions and bringing value to their markets. Many augmented analytics platforms leverage AI, but Vashisht points out, "The type of AI matters."

WhizAI has determined that the best user experiences come from a platform that leverages natural language query (NLQ) and natural language generation (NLG). With these technologies, users can ask questions naturally rather than learning keyword phrases. WhizAI has also focused on providing augmented analytics to life sciences users, pretraining the model for the industry. This allows the platform to provide relevant, contextual insights right out of the box.

WhizAI also automatically chooses the optimal visualization for the data the user requests and gives users "Pinboards" that they can use to query, analyze, and share insights without switching between systems. Vashisht comments that the WhizAI team, which brings a wealth of life sciences and data analytics experience to developing the platform, has found that this approach "aligns best with the way life sciences users work."

Where WhizAI Sees Augmented Analytics on the Hype Cycle

While Gartner predicts it will take 2-5 years for augmented analytics for LS to become mainstream adoption, WhizAI is already enabling thousands of life sciences users, many at top global pharmaceutical companies, to access data insights quickly and easily. Moreover, companies using WhizAI see as much as 100% user adoption. In short, WhizAI sees augmented analytics far beyond the "Innovative Trigger" and delivering commercial value today.

Competitive life sciences companies with goals of enhancing performance and outcomes with data insights should explore augmented analytics now.
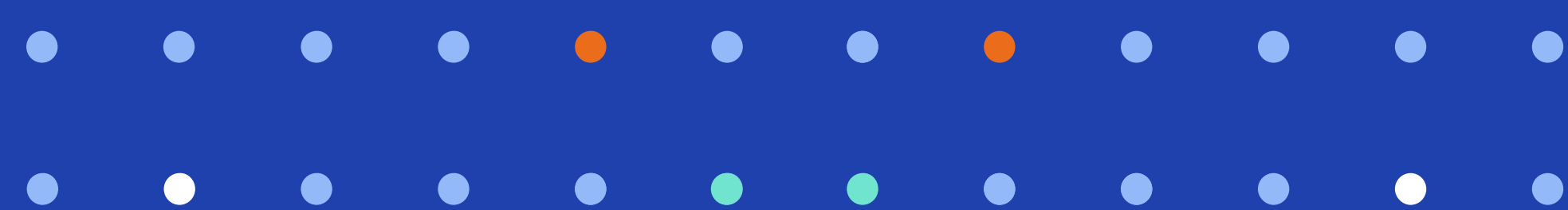
The best way forward, however, is to see it all for yourself

Join Us For A Weekly Demo

sales@whiz.ai | www.whiz.ai