

From Static Models to Living Forecasts — MathCo's AI Approach to Pharma Decision Making



MathCo's forecasting ecosystem combines predictive analytics with GenAI to transform fragmented assumptions into adaptive, enterprise-scale forecasts. By unifying epidemiology inputs, market dynamics, and access assumptions, the platform delivers explainable insights into the drivers behind forecast changes. Advanced scenario orchestration enables teams to evaluate strategic pathways faster, supporting confident decision-making in uncertain markets.

Where Legacy Forecasting Frameworks Break Down

1. Manual, Spreadsheet-Centric Execution

Forecasting is driven by Excel-based models that are slow to update, error-prone, and difficult to scale across brands, indications, and markets.

2. Disconnected Inputs and Assumption Silos

Epidemiology, market share, access, and commercial assumptions live in separate models, preventing a unified, enterprise view of forecast drivers.

3. Rigid Scenario Modeling

Legacy frameworks lack the flexibility to rapidly build, replicate, and compare scenarios, limiting the ability to evaluate strategic alternatives under uncertainty.

4. Opaque Forecast Drivers

When forecasts shift, teams struggle to trace changes back to underlying drivers, delaying root-cause analysis and executive decision-making.

5. Weak Collaboration and Governance Controls

The absence of role-based access, audit trails, and structured accountability increases risk during critical planning and leadership review cycles.

6. Inconsistent Forecasting Across Markets and Segments

Forecasts are developed independently across geographies and segments, leading to inconsistent assumptions, limited reuse of prior cycles, and fragmented enterprise insights.

MathCo’s Approach: Building an Intelligent Forecasting Foundation

1. Cloud-Native Forecasting That Accelerates Planning Cycles

MathCo replaces manual, spreadsheet-heavy workflows with a scalable cloud-based framework that automates repetitive tasks, reduces operational overhead, and enables faster, more consistent forecasting across the organization.

2. A Centralized Forecast Intelligence Hub

A governed, enterprise repository acts as a single source of truth — enabling teams to access historical LRP cycles, reuse assumptions, and replicate scenarios without rebuilding models from scratch.

3. Dynamic Scenario Intelligence with Driver Transparency

Users can build and compare forecasts against baselines and prior cycles by adjusting key parameters while gaining clear visibility into the drivers influencing change, improving both analytical rigor and decision confidence.

4. Built-In Collaboration and Governance by Design

A shared, role-based workspace ensures structured collaboration across teams, supported by audit trails, version control, and mandatory change rationales that enhance accountability and executive trust.

5. Portfolio-Wide Forecasting Across Markets and Asset Types

A unified platform supports LRP across generics, branded generics, specialty and branded therapies, and OTC portfolios — enabling consistent forecasting methodologies across global markets and diverse commercial models.

NucliOS: The Foundation Powering MathCo’s Intelligent Forecasting Solutions

Bringing together the flexibility of Excel, the scale of cloud data, and the intelligence of AI & GenAI — without vendor lock-in.

Capability Area	How NucliOS Enables It	Executives Values Delivered
Flexibility	Modular, therapy-area-specific forecasting logic built on existing Excel models and proprietary IP	Preserves business context while eliminating rework — teams retain familiar logic with enterprise scalability
Data Integration	Open architecture connecting Snowflake, Redshift, Databricks, and external data sources (IQVIA, Symphony APIs)	Seamless integration of internal and third-party data into a unified forecasting environment
Transparency	Full visibility into logic and assumptions with auditable business rules	Clear traceability of forecast drivers, improving trust and regulatory readiness
Deployment & Subscription	Deployed on client cloud (Azure / AWS / GCP) or within NucliOS-managed workspace	No vendor lock-in, flexible hosting, and alignment with enterprise IT and security standards
AI / ML Enablement	Custom ML models for patient flow, persistence, promotional response, and access sensitivity	More accurate, data-driven forecasts that reflect real-world patient and market behavior
GenAI Enablement	Integrated GenAI layer for narrative forecast summaries, assumption-based chat, and QA assistance	Translates complex analytics into executive-ready insights and explanations
Governance	MathCo-managed framework with versioning, validation, and role-based access controls	Enterprise-grade governance ensuring accountability, consistency, and auditability across cycles

The MathCo Perspective on Intelligent Forecasting

Forecasting is evolving from a static planning exercise into a continuous, intelligence-driven capability. MathCo combines deep pharma expertise, AI and GenAI innovation, and the flexibility of the NucliOS framework to help organizations move beyond fragmented models toward adaptive, enterprise forecasting. By unifying data, assumptions, and decision workflows, our approach enables leaders to navigate uncertainty with clarity — transforming forecasts into a strategic advantage rather than a periodic output.

Start the shift toward intelligent forecasting by partnering with MathCo to reimagine forecasting as a scalable, AI-powered decision system built for the complexity of modern pharma and designed to evolve with your business.

Interested in knowing more. Contact Us Today.