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# Providing valuable data on funding flows to academia for market model development

Illumina is a leading developer, manufacturer, and marketer of life science tools and integrated systems for large-scale analysis of genetic variation and function.

Illumina’s customers include a broad range of academic, government, pharmaceutical, biotechnology, and other leading institutions around the globe.

Aruna Rajan is a Staff Market Research Analyst at Illumina. Aruna’s role involves providing strategic insights and actionable information from market models and other analyses.

She is one of 17 licensed users of *Dimensions Analytics* across Market Insights, Scientific Affairs and Lead Generation Analysis in Illumina.

## Understanding trends in academic funding

Aruna uses *Dimensions Analytics* to search on awarded grants, publications and clinical trials with keywords that relate to the market segments Illumina is interested in.

Typically, Aruna will take a set of keywords from a market segment such as genomics and sequencing, and will search *Dimensions Analytics* for related grants.

Typically, she wants to answer questions like:

- What is the academic portion of a specific market segment based on grant funding?
- Who are the grants dollars going to in academia?
- Who are the largest recipients of grant funding?
- What technologies are these grant recipients using?
- What trends of growth and decline can be observed over a multi-year period?

Aruna feeds the results as an input into her market model.

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She also looks at publications and clinical trials that are associated with her search keywords. She will look at how many times her search keywords show up in publications, and rank them based on citation counts and Altmetric attention scores.

She also tracks Illumina's competitors to see where they have been acknowledged in the methods section of publications.

*Dimensions Analytics* also helped Aruna with research she was doing in to which cancer types Illumina should prioritise for market development. She found it really beneficial to be able to use the same search keywords across the 3 different content types - grants, pubs and clinical trials in one platform. Aruna remarks “*I like that I don't have to go through multiple portals to find the three different content types.*”

Aruna finds great utility in *Dimensions Analytics*: She is also able to create her own custom categories and she finds the concept panel very useful for boosting results. She also says “*Mostly, I use the analytical views through the grants summary in Dimensions Analytics. The application also does all the fx conversions for each year and then I just copy and paste the data into Excel.*”

## KOL identification

Aruna's colleagues in Scientific Affairs are using *Dimensions Analytics* to identify key opinion leaders so that they have candidates to ask to join focus panels. They also keep track of new publications in strategic topics such as Next Generation Sequencing. They also look closely at the researchers who show up when they do analysis on grants and publications.

## Finding well-funded leads

The lead generation analysts in Illumina also use *Dimensions Analytics* to find leads for sales. They look for investigators who have received new grants against specific keywords.

Aruna says the coverage in *Dimensions Analytics* is very good for the US, Europe, and Asia-Pacific and that “*Dimensions Analytics has a wider coverage than other databases in the space.*”