

## Rave Perform

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The life sciences industry invests over \$100 billion annually in clinical research and development, and seeks ways to accelerate trial success while controlling cost. Progress is inhibited by complexity of operations, variability in data silos, and resource constraints. Many life sciences executives do not have good visibility into the operational performance or effectiveness of their clinical trial portfolios, making it difficult to achieve their aspirations for continuous improvement.

To address these challenges, Medidata created Rave Perform . Perform enables senior executives, therapeutic area leaders and clinical operations experts to measure and manage the operational performance for their clinical development investments. This unique operational dashboard provides an at-a-glance view into sponsors' clinical operations, relative to their industry peer group, that is quantitative, objective and helps customers identify and address sources of systematic inefficiency in their trial portfolios.

Perform is the only turnkey executive analytical dashboard that empowers life sciences companies to bring their drugs to market faster by benchmarking their trial portfolios against the industry's largest harmonized store of clinical trials data.

## Management Action in Three Clicks

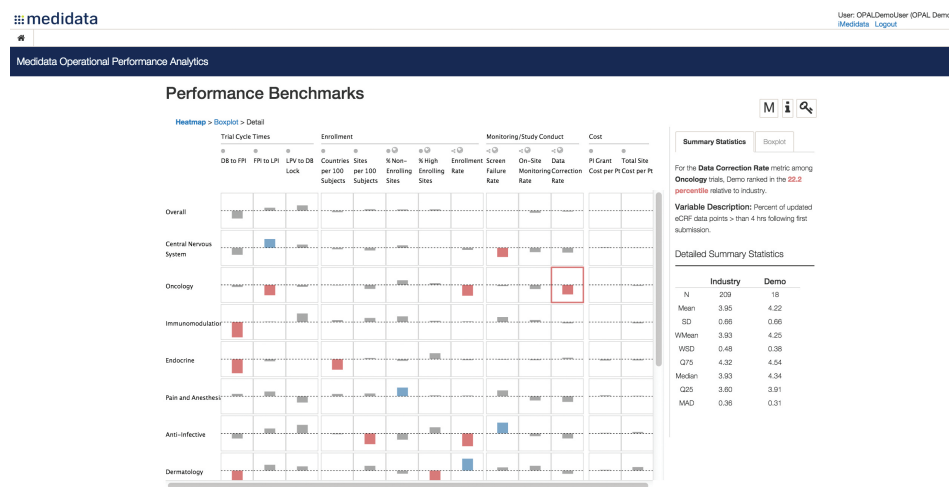
Medidata Rave Perform provides executives with a strategic view of their overall operational performance across their clinical trials portfolio and in specific therapeutic areas. It enables them to drill into a particular study to see study-level performance and identifying information. If desired, executives can even delve further into site performance and site-level details to see which sites outperformed or underperformed, and take action as needed.

## Quickly Diagnose and Focus on Areas of Below-average Operational Performance

Rave Perform provides Rave EDC customers turnkey benchmarks for operational performance across 13 metrics that quantify the key elements of clinical trial management. Customers can see where they might improve trial performance, allowing them to set clear, measurable and achievable operational goals.

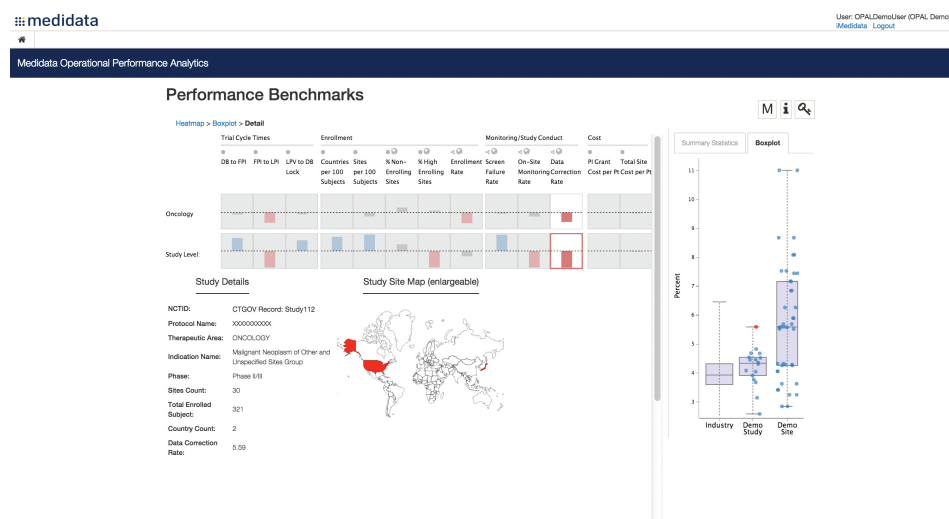
## The Platform of Choice for Clinical Research

The Medidata Rave Clinical Cloud is the cutting-edge platform that transforms the clinical trial experience for patients, sponsors, CROs, and research sites. Designed with a unified data platform, the Rave Clinical Cloud creates a single source of truth for all study-related data. Simply put, enter data once and let the platform master and populate it throughout the end-to-end suite of Rave applications. Optimize operational execution, decrease the data entry and maintenance burden, and reduce the number of clinical systems across your study teams. Throw away your list of passwords and excel sheets, you are now on a truly unified platform.



## Dynamically Drill Down into Studies and Sites

Drill down from the portfolio level to each therapeutic area, study and site to analyze root causes of sub-par performance. Users learn from prior successes and failures where to improve (e.g., slow recruitment, poor data quality, long cycle times), and objectively monitor progress by tracking metric values over time.



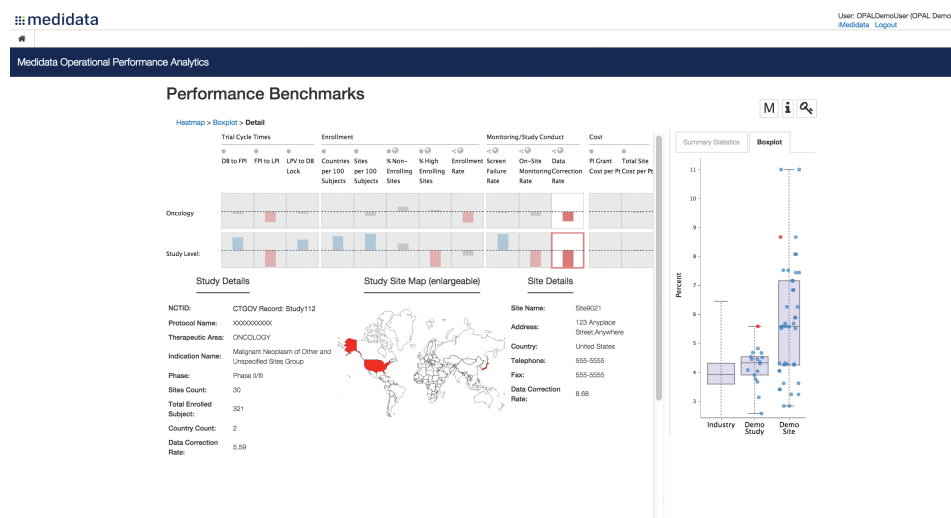
## Take Action to Improve Systematic Performance Gaps

Life science leaders can use Rave Perform to identify systematic performance deficiencies and identify over-performers. Users may see trends in operational performance across a therapeutic area or within a metric category. Armed with this powerful cross-portfolio view created from Medidata's unique data assets, leaders can take action by setting organizational goals for therapeutic area heads, regional leads and study teams to encourage positive performance and develop corrective action when necessary.

## About Medidata

Medidata is leading the digital transformation of life sciences, with the world's most-used platform for clinical development, commercial, and real-world data. Powered by artificial intelligence and delivered by the #1 ranked industry experts, Medidata helps pharmaceutical, biotech, medical device companies, and academic researchers accelerate value, minimize risk and optimize outcomes. Medidata and its companies, Acorn AI and SHYFT, serve more than 1,200 customers and partners worldwide and empower more than 150,000 certified users every day to create hope for millions of patients. Discover the future of life sciences:

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### Medidata Rave Clinical Cloud

Cloud-based clinical research solutions | Innovative technology | Data-driven analytics  
Reduced costs | Improved time to market | Faster decisions | Minimized risk