

3 Reasons Why

Top CROs Choose Medidata to Attract and Win More Sponsors Bids

Through our proven innovative technology and unmatched partnership experience, Medidata gives you a competitive edge to become a trusted partner to your sponsors.

1

Proven Innovative Technology

Improve collaboration & efficiency with the only unified platform and solutions that address the entire clinical research process from start to finish

#2 Market Share in Life Sciences¹

24,000 trials with **7M+** patients



64%
Medidata has been involved in 64% of 2020 FDA novel drug approvals

“
The value that Medidata brings to its customers is definitely a solid platform.. technology is state of the art.. it's really the best there is
”

Stacey Arrambide
VP, Biometrics
Advanced Clinical

2

Unmatched Partnership Experience

Amplify your impact & accelerate performance by engaging industry-experts and supporting teams dedicated to your success throughout the lifecycle

Benefits of Partnership:

- ✓ Access expert support throughout the lifecycle
- ✓ Amplify your brand through joint marketing opportunities
- ✓ Adapt faster - being among first to hear about new product features and value they will bring to your business

4,000+

Professionals

150

Global **Medidata Partners**

3,000

Rave Certified Study Builders

3

Gain a Competitive Edge

Stand out from the competition with insights derived from Medidata's unique clinical trial data and advanced analytics that empower you to make better decisions, faster

3X growth in number of study site observations available for training models

Average 30% reduction of forecast error for key milestones (FSA, LPI, etc.)

30%
↓

5-10% improvement in enrollment timelines

“
The Acorn data helps us grow that footprint of unique sites by almost 50%, but perhaps more importantly is the growth in the number of site level observations...
”

John Van Hoy
Executive Director, Data Science & Advanced Analytics
PPD

Together, we can connect your business goals to our collective mission of extending greater value and improving outcomes for your customers and their patients.

¹ (Dassault Systèmes + Gartner's WW Life Sciences & Healthcare products total software market + IDC 2019 SW vendors' revenue)
² Analysis by Medidata Value Team for customer with Rave EDC, Coder, and TSDV; 2018
³ Customer sponsored value analysis for Rave EDC, Coder, RTSM, Detect, and TSDV; 2018