

## STRATA - Mastering Data for Rapid, Informed Decisions

Achieving peak commercial performance in today's biopharma environment demands making timely and informed decisions. Gaining impactful insights from data has become harder for commercial leadership and data and analytics teams due to the exponential growth of sales and marketing information.

In addition to the increase in data quantity, other challenges include growing data complexity related to specialty drugs, data latency, inconsistent data quality, and multiple and disparate data sources, which all contribute to there being no single source of truth. It can be difficult to gain actionable insights due to multiple, unconnected reporting applications, linked to multiple siloed teams dealing with a higher volume of reporting than they can manage.

By turning to Medidata Acorn AI, data becomes an asset instead of a burden allowing commercial leadership to bring therapies to market faster. Acorn AI's STRATA data platform enables commercial data to be aggregated, integrated and analyzed to find answers to vital business questions. The solution offers enterprise-grade scalability and analytical horsepower designed to create insights for companies without sacrificing the control and flexibility of a custom-built solution.

## Delivering Insights Across the Company

With a focus on delivering tailored and focused insights across the organization, STRATA forms the foundation of the company's data insights environment, automating the ingestion, quality assurance, application of business rules, and syndication of data from more than 300 sources. These sources include customer reference management software and other systems with information about prescribing activities, patient inquiries, insurance payments, product distribution, and other details.

### USE CASES

- Data Aggregation
- Data Integration
- Business Rules Engine
- Quality Assurance Engine
- Data Access and Command Center
- Master Data Management

For more information, go to [acornai.com](https://acornai.com) Questions?  
Email us at [contact-us@acornai.com](mailto:contact-us@acornai.com)

## STRATA Products

### MASTER DATA MANAGEMENT

A robust enterprise linkage of all customer, affiliation, payer, product, services, and patient master records that ensures accuracy, stewardship, and consistency across all users and use cases.

### RARE DISEASE DATA MANAGEMENT

Manages every aspect of clinical and commercial Rare Disease datasets, empowering firms to stop making compromises in how to interrogate data for insight.

### SPECIALTY DATA MANAGEMENT

Manages every aspect of clinical and commercial Specialty datasets, eliminating the need to compromise in how data is interrogated for insight.

### RETAIL DATA MANAGEMENT

Manages every aspect of retail datasets - including prescription, EMR, claims, market access, RWD, marketing, and sales - empowering companies to stop making compromises in how they interrogate data for insight.

### RWE DATA MANAGEMENT

Manages all outcomes data (EMR, claims, lab, omics, etc.) with ease, transparency, and full control.

### REAL-WORLD DISEASE INSIGHTS

Real-World Disease Insights dimensionalize clinical and commercial data with real-world patient outcomes in order to drive unprecedented insight into how exact patient cohorts behave and respond to treatment in the real world.

## KEY PRODUCT FEATURES

- Command Center - A first-in-class data management front-end system provides deep visibility into your organization's data. Manage your customer master and upload large data files directly via a simple user interface.
- Algorithm application and atomic business rules engine
- Data discovery, logistics, mapping and lineage
- Data aggregation and integration with API's to all pharma data types
- End-to-end data quality engine ensures flawless data quality
- MDM (master data) for matching patients, docs, hospitals and payers

# Data Ingestion and Quality Assurance

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