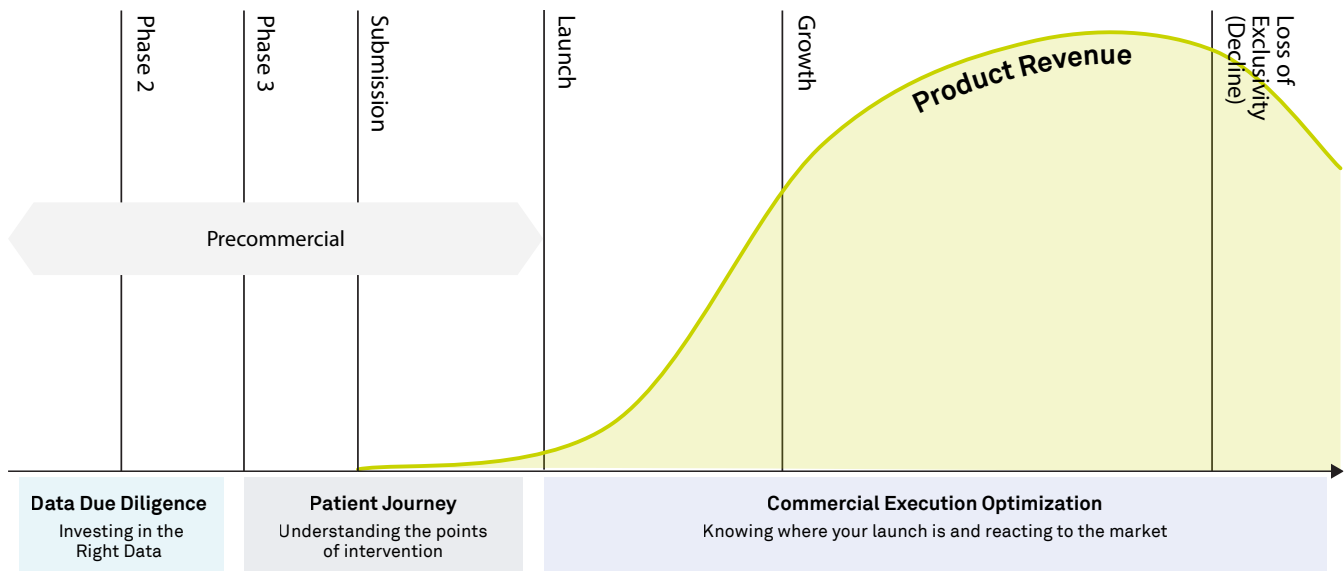


# Commercial Analytics—Leverage the right data and analytics for every phase of your product life cycle

No matter where you are in your product life cycle, Medidata AI Commercial Data Solutions (CDS) has the advanced analytics experience and leading-edge technology to provide the rapid insights needed to keep your business moving forward. Whether transitioning from clinical activities to commercial operations, understanding the market you are entering, finding the patients you hope to support, or trying to rehabilitate an underperforming asset, Medidata AI understands that speed to insight is critical, both in the timeliness of the data itself and the ability to generate insights from it.

## Product Lifecycle



## Benefits

Commercial Analytics span the breadth of the commercial drug lifecycle. Accurate analytics and timely insights put manufacturers on track to help patients receive the best therapies available for the longest period of time, while also giving leadership the information they need to make the best business decisions for the organization.

### Prelaunch

Support a differentiated, data driven, lean launch strategy fueled by data and insights

### Launch

Help your brand reach peak sales quicker with advanced analytics

### Growth

Maintain growth despite market and competitive pressures

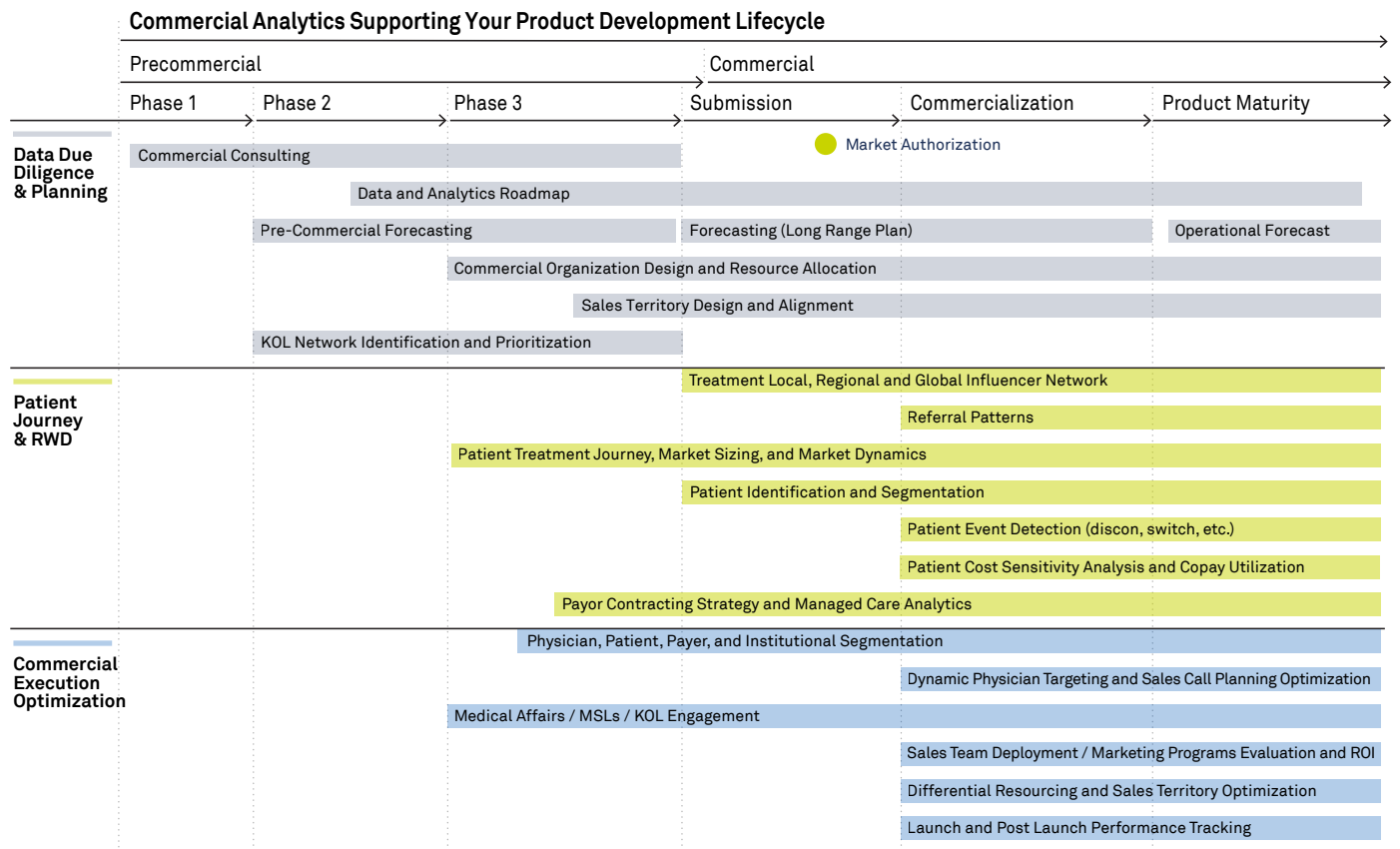
### Loss of Exclusivity/Maturity

Maximize retention and ROI for your programs

## The Right Partner at the Right Time

As a trusted partner with deep experience enabling companies data and analytics capabilities at each step of a commercial launch, Medidata AI equips you with the right data at the right stage—ensuring you have the insights to stay on course. Commercial Analytics supports organizations across the commercial continuum, from data acquisition roadmaps and commercial execution optimization, to patient identification and adherence.

With over 15 years of experience successfully partnering with clients to launch and grow new brands, Medidata AI understands today’s ever-changing business needs. The chart below is an example of how data needs change over the course of development and an evolving market. Ask us how we can partner with you to support your initiatives.



## THE MEDIDATA AI COMMERCIAL DATA SOLUTIONS ADVANTAGE

Medidata AI Commercial Data Solutions (CDS) provides advanced analytics capabilities and commercial data management technology that give drug manufacturers a 360-degree view into the performance of their product from day one, ensuring the right patient gets the right treatment at the right time.

Whether launching a new product or supporting a mature one, Commercial teams need powerful AI and ML capabilities that quickly ingest data and deliver fast, accurate insights to stakeholders across the organization—no matter where they are in the product life cycle. We have been a preferred partner for over 50 brand launches, enabling emerging pharma and biotech companies to launch drugs with confidence, exceed forecasts, and ensure brand success. CDS’s data agnostic philosophy, in addition to deep life sciences domain and data ecosystem expertise, lets biopharmaceutical companies turn their data into a competitive advantage and reach peak sales faster.

Medidata, a Dassault Systèmes company, is leading the digital transformation of life sciences.

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