

Medidata AI Commercial Data Solutions – Accelerate Your Launch to Peak Adoption

Medidata AI Commercial Data Solutions (CDS) provides commercial data management technology and advanced analytics capabilities 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.

Medidata AI is leading the digital transformation in the Life Sciences industry, creating hope for millions of patients. Medidata AI enables pharmaceutical and biotech companies to generate the evidence and insights needed to minimize risk, optimize health outcomes, and maximize brand success. Whether launching a new product or supporting a mature one, commercial teams need powerful advanced analytics 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. Partnering with Medidata AI gives manufacturers the ability to launch with confidence, exceed forecasts, and ensure brand success.

50+

brands launched across rare, specialty, oncology, and retail markets

20

years solving data management and insights challenges that face the life sciences industry

30+

therapeutic areas supported

Why Commercial Data Solutions

Medidata AI avoids the costs and delays of lengthy internal development cycles and constant rebuilds.

Faster Launches

- **90%** Reduction in data onboarding time over industry norms
- Leverage **300+** data adapters for expedited data ingestion
- **80%** of what a customer needs to start analytics on their data is ready with platform launch.
- **25%** Reduction in time to operation due to implementation technology

Reduced Risk

- Supports a smooth transition to commercialization and accelerates time to peak sales by providing a **pre-built, configurable solution**
- **End-to-end platform** is built on a proprietary commercial data model that's **compatible with any data source**.

Improved Data Quality

- Our **technology-first approach** and sophisticated data ingestion engines eliminate tedious, error-prone manual data processing common in the industry
- **60%** Reduction in data issues when leveraging STRATA Data Pipeline technology
- Network of **80+** healthcare distribution pharmacy and patient services providers

Technology and Expertise that Drives Commercial Success

Commercial Data Management

- Deliver tailored insights across the organization through a single source of truth
- Automate the ingestion and quality assurance for hundreds of data sources daily
- Leverage enterprise-grade scalability and analytical horsepower without sacrificing the control and flexibility of a custom-built solution
- Deep Life Sciences data expertise drives quality and reliability

Insights and Analytics

- Identify barriers to treatment and prioritize outreach
- Understand product movement and assess vendor performance
- Make strategic business decisions with timely, complete information

Specialty Pharmacy Data Aggregation

- Optimize commercial performance by leveraging patient longitudinal data
- Monitor adherence and reimbursement with enhanced SP network management
- Use tokenization to show an accurate view of the patient journey in the real world

Technology Highlights



STRATA® Data Pipeline

- Data Ingestion
- Pre-built data adapters
- Centralized controller
- Automated polling
- Data logging
- File conformity



STRATA® Commercial Data Management

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



LUMEN® Insights

- Pre-built dashboards
- Pre-built data mart and data streams
- KPI library
- Sales triggers and alerts
- Sales pre-call planning
- Market access and patient services
- Trade and distribution

The Medidata AI Advantage

Medidata AI is dedicated to ensuring that new possibilities are always on the horizon – for you, your patients, and the life science industry. As you plan and execute your launch strategy, we serve as a trusted partner, able to provide the technology and expert resources needed throughout the commercial drug lifecycle.

Answer all your business questions and validate strategic initiatives during and post launch. Increase commercial efficiency by giving teams all the data they need in just a few clicks. Provide timely alerts, segmentation, and messaging to help identify patient groups, remove barriers to therapy, and improve adherence. Let us deliver the technology and data expertise that will accelerate your launch to peak adoption.

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

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