

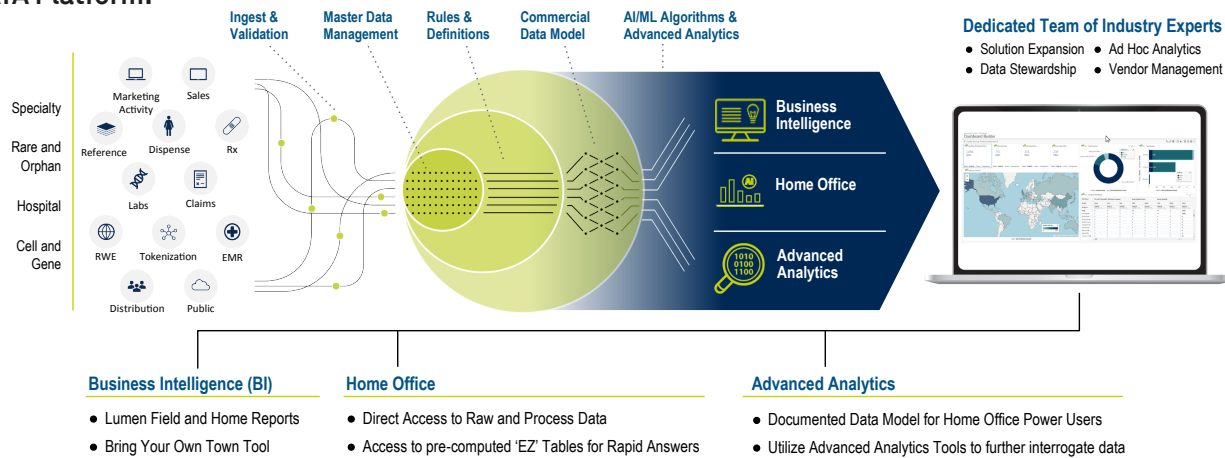
# STRATA®: Cloud-based, End-to-End Commercial Data Management Platform

Achieving peak commercial performance in today’s biopharma environment demands making timely, 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.

The increase in data quantity, and other challenges like the growing data complexity related to specialty drugs, data latency, inconsistent data quality, and multiple and disparate data sources, all highlight the need for a 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. Which is why 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.

The 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 the analytical horsepower designed to create insights for companies without sacrificing the control and flexibility of a custom-built solution.

## STRATA Platform:



## Why STRATA?

How a unified commercial data platform, a single source of truth, drives brand success:

### Accelerate Your Launch to Peak Adoption

- Leverage the right data and analytics for every phase of your product life cycle.
- 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.
- Link of all customer, affiliation, payer, product, services, and patient master records to ensure accuracy, stewardship, and consistency across all users and use cases.
- Enjoy the benefit of being able to mine your clinical and commercial datasets without making compromises in how to interrogate data for insight.

# Commercial Data Management Platform Features:

An end to end platform for data ingestion, a proprietary commercial data model, and analytic insights

## Data Ingestion

- Able to ingest any source of relevant data in the life sciences commercial data ecosystem: Distribution, Dispense, Rx, Claims, Labs, Reference, Sales and Marketing Activity
- STRATA Data Pipeline: Automated ingestion with 100s of data adapters and 1,000s of validation rules

## Integration & MDM

- STRATA Data Pipeline will standardize and enrich, master files and apply pre-built rules for enhanced data quality
- Commercial Data Model provides analytics-ready data that powers data science and syndicated insights with commercial teams

## Insights & Analytics

- Analytics models and algorithms drive understanding of complex data
- Performance management and sales reports deliver syndicated, actionable insights that drive performance and guide tactical activities

## Deliver Insights Across the Company

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



## 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 Medidata AI deliver the technology and data expertise that will accelerate your launch to peak adoption.