

Biotech sees improved data quality and insights in commercial operations after switching to Medidata AI Commercial Data Solutions platform

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A global biotech company dedicated to improving patient lives by offering alternative medicines (oncology) - es b11

1,000s
of duplicate
accounts
eliminated



- ☒ A single source of truth with a clear view of sales penetration at the account and territory level
- ☒ Master data management that makes sense of complex account hierarchies
- ☒ Command Center feature that provides visibility and operational control over data



"We have 125 sales reps in the field. Not only do we need to pay them correctly, we need to give them effective marching orders," says the senior director of commercial operations. "To determine which accounts to target and how to capture more market share, we need a reliable, single source of truth with a clear view of sales penetration into each account."

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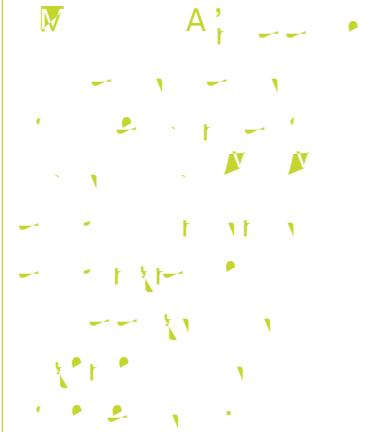
A year after bringing its oncologic biosimilar to market, the company switched from its original data management provider to Medidata AI Commercial Data Solutions. The Medidata AI Commercial Data Solutions team deployed STRATA®, a cloud-based, integrated commercial data management platform. Medidata AI's solution provides a clean, accurate view of commercial activity at every level, making it easy to see how much product the company moves and where.

"Medidata AI delivered full visibility into our commercial operations, allowing us to analyze market share, identify target accounts, and better understand our customers," says the senior director of commercial operations. "Medidata AI's commercial data management platform has completely changed the way we make decisions and makes us more effective at communicating our strategy and performance."

STRATA was configured with specific business rules to map the company's complex hierarchy of customer accounts and the Command Center feature was implemented to allow the company to audit and adjust the data. Through a single front-end interface, the Command Center feature provides visibility and operational control over data—with diagnostics, user management, and the ability to upload large files. Where commercial leaders could see only total sales numbers in the past, they can now track, analyze, and report on sales at the account and territory levels.

Thanks to a seamless integration with the company's CRM and the third-party logistics (3PL) system, STRATA keeps accounts, sales activity, invoicing, and inventory aligned—without the slow, inconsistent data refreshes that caused data quality problems in the past.

Technology that makes a difference



Senior Director of
Commercial Operations

