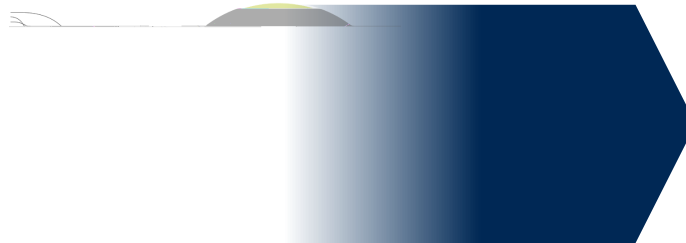# : Cloud-based, End-to-End Commercial Data Management Platform

Achieving peak commercial performance in today's biopharma environment demands m͏ ͏ ͏ perfo͏ ͏

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.

Ingest & Validation

	Home Office	**Advanced Analytics**
• Lumen Field and Home Reports	• Direct Access to Raw and Process Data	• Documented Data Model for Home Office Power Users
• Bring Your Own Town Tool	• Access to pre-computed 'EZ' Tables for Rapid Answers	• Utilize Advanced Analytics Tools to further interrogate

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

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.

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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.