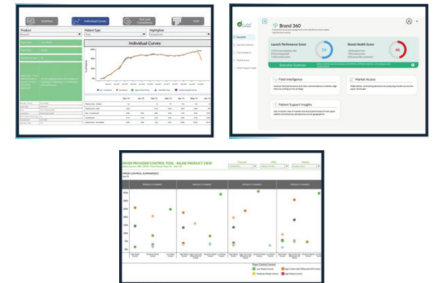


# Brand 360

Efficiently access insights to guide your commercial strategies

Brand 360 is a comprehensive brand management suite that offers solutions to help biopharma companies access insights to guide their commercial strategies efficiently and holistically in one place. With Brand 360, commercial teams can gain a deeper understanding of the market from the patient, provider and payer perspective across all stages of the brand's lifecycle in a single reporting framework.

The Brand 360 suite consists of various digital applications and capabilities that can be used together or deployed individually depending on the client's needs and existing ecosystem:



## Market Uptake Tool

Track market evolution and provide KPIs for forecasting assumptions across multiple indications.



## Market Profiler

Drive pre-launch and launch market insights from a physician, payer and patient perspective.



## Field 360

Holistic field force reporting suite for biopharma to track field performance, opportunity assessment, engagement trends, productivity and effectiveness across sales teams.



## Insights 360

Get a complete overview of brand performance via dashboards and pre-built analytic libraries across product portfolios.



## MMX Suite

Marketing Mix and Optimization platform offering data flow libraries, MMX simulation and optimization capabilities.

The Brand 360 solutions are delivered as an easy-to-deploy cloud-native platform that seamlessly integrates with downstream applications and can be used together or decoupled based on brand needs/use cases. Each component of Brand 360 comes with a library of pre-built reports/dashboards tailored for life sciences commercial use cases to help teams to move quickly from ingestion to insights.

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